



To create awareness and appreciation for the value of trees, and encourage an understanding about the protection, management and conservation of the renewable forest

OWIT Landing Chapter
2021 Forest Products Month Radio Ads

Ad 1

Here in the Northwest, almost everyone knows someone or has been affected themselves by the recent fires. Firefighters, loggers, and other forestry workers have been key players in saving lives and property from destruction. As part of our month-long Forest Products celebration, we want to say thank you to all those heroes for keeping our forests green. This message is brought to you by the Landing chapter of Oregon Women in Timber.

Ad 2

Oregon is the number one lumber producer in the nation. Most people know that wood is used to build houses, furniture, and even books. But did you know that it is also used to make ice cream? So the next time you sit down to enjoy a frozen dessert, remember that hard work and sustainable forest management made your tasty treat possible. This message is brought to you by the Landing chapter of Oregon Women in Timber for forest products month.

Ad 3

Oregon Women in Timber is celebrating Forest Products month throughout October. Did you know that wood is the only major building material that stores carbon? There are even engineered wood products, such as cross-laminated timber, that can replace concrete and steel in high-rise buildings. Let's celebrate the difference Oregon is making in developing and using these sustainable wood products! This message is brought to you by the Landing chapter of Oregon Women in Timber for forest products month.

Ad 4

Oregon is known around the world for having beautiful, green forests. Whether it's a national park, wilderness area, or privately managed forest, sustainable forest management allows us to enjoy these recreational areas, have access to clean drinking water, and provide wood products. This message is brought to you by the Landing chapter of Oregon Women in Timber for forest products month.