**News Release**

**Contact:**

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**Thinking of holiday gifts? Don’t forget wood products!**

*[INSERT ORGANIZATION NAME] and Gutchess Lumber remind you that wood products should be added to your giving list this year*

<CITY, STATE>, [DATE] – ‘Tis the season of giving, and you’ve made your list and checked it twice. But did you add wood products to your giving list this year?

One of the best gifts you can give is a gift made from real wood. Along with being environmentally-friendly, hardwood products are durable, natural, and most importantly–non-toxic. Items like cutting boards or wooden toys are all great options for your gift-giving and can appeal to an array of ages. They will stand the test of time longer than their plastic toy alternatives and have widely been used in Montessori approaches to learning for kids of all ages.

[INSERT YOUR SPOKESPERSON’S QUOTE HERE]

While gift-giving might feel like it’s only about the recipient, your purchases support industries essential for both the economy and the environment in the future, so let’s make these choices on purpose. [Research](https://pubs.acs.org/doi/10.1021/acs.chemrev.2c00360) shows that with sustainable forestry, and consumer support, the wood industry will have the strength to not only overcome current challenges, but to “thrive” in the near future.

“Many people don’t know that real wood cutting boards are much safer than plastic,” Co-founder of BEGOOD Agency and Gutchess Lumber public relations representative Mikayla Catoe said. “Real wood products are naturally antimicrobial and contains natural elements that resist bacteria growth, making great gift options.”

If you’re looking for a more symbolic approach to your gift-giving, wood has been known to symbolize strength, wisdom, and endurance. What better way than to remind your loved one that you care than with the gift of those attributes.

**About Gutchess Lumber**

Gutchess Lumber is a 5th generation family and employee-owned organization that is committed to producing the finest quality of northern hardwood lumber across New York and Pennsylvania. Founded in 1904, the company has over 500 employee-owners and maintains high quality lumber being a fully integrated producer of hardwood, from timberlands to sawmills to dry kilns. To learn more about Gutchess Lumber and their products, visit their website [here](https://www.gutchess.com/).

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