**News Release**

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**Wood is a natural climate solution that should not be overlooked**

*[INSERT ORGANIZATION NAME] and Gutchess Lumber remind consumers that wood is a good, green resource*

<CITY, STATE>, [DATE] – When it comes to deciding on the best choice for building, consumers, architects, and interior designers should not overlook wood.

“We’re seeing an increase in consumer searches on Google and Pinterest for wood products and styles,” Co-founder of BEGOOD Agency and Gutchess Lumber public relations representative Mikayla Catoe said. “Because responsible, real wood is a green resource, it should not be overlooked by architects and interior designers.”

Wood is a natural climate solution that helps remove carbon from the atmosphere and stores it. Through an active process known as sequestration, trees absorb carbon dioxide during photosynthesis and store it as carbon in their trunks, branches, and roots. According to the [EPA’s Report on the Environment](https://www.epa.gov/report-environment), carbon stored in U.S. forests has increased by 8.5 percent from 1990 to 2016.

Additionally, when wood is harvested from responsible sources, it helps promote natural forest regeneration and conservation. Real wood products can be used in a variety of ways, allowing carbon to be stored indefinitely, forming a circular economy of reusing, repurposing, and recycling. No other building products can do that.

[INSERT YOUR SPOKESPERSON’S QUOTE HERE]

So while steel and iron might have dominated the Industrial Age, wood is here to stay, providing flexibility and less waste — without the heavy pollutants.

**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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