**News Release**

**Contact:**

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**Do you know the history of wood?**

*[INSERT ORGANIZATION NAME] and Gutchess Lumber want you to know wood’s role in society*

<CITY, STATE>, [DATE] – You might not find chapters on it in your history books, but real wood has played a crucial role in the country’s economic and industrial development, through construction, architecture, and more. With an eye on the past, you can better determine how it can benefit you in the present.

***Economic and Industrial Development***

The lumber industry has played an important role in the development of regions in our country with abundant forests. Over 450,000 jobs are supplied by the lumber industry!

“Gutchess Lumber has been in business since 1904,” Co-founder of BEGOOD Agency and Gutchess Lumber public relations representative Mikayla Catoe said. “They are in their fifth generation of leadership and if you walk around their mill, you will find multiple generations of employees as well. It’s remarkable to see so many generations working toward the same goals at the same company.”

***Construction and Architecture***

Hardwood has been a part of design for centuries. As a building material, wood has shaped architecture around the world. With its strength, insulation capabilities, and smaller carbon footprint, there is a renewed interest in wood–something our ancestors obviously knew ahead of us. Whether it’s flooring, framing, or rafters and joists, wood has always been a solid construction choice.

***Furniture and Craftsmanship***

Hardwood has continuously been part of the construction of furniture. With its versatility to be molded and crafted in a variety of designs, wood offers the opportunity to be uniquely created by machine or hand. Wood is durable and low-maintenance–the perfect combination for furniture and craftsmanship.

[INSERT YOUR SPOKESPERSON’S QUOTE HERE]

With a look back into history, we can determine which trends we want to keep, and which are better left in the past. Wood has always been one to persevere through the ages, standing the test of time.

**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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