THE RIVER AS WE SEE IT

Working Toward the Right Solution.

The River as We See It: The perspective of Appleton Paper's corporate officials, who have approached the Fox Cities' pollution problem as a challenge they have accepted. This is the first in a series of four articles that will delve into the complexities of the Fox River's pollution, focusing on the role of Appleton Paper in the solution.

Responsible?

No one owns the environment, but everyone has a stake in protecting it. The Fox River is a shared resource, and Appleton Paper's actions have implications for the entire community. While the company has made efforts to clean up the river, critics argue that these efforts are insufficient. As a responsible citizen of the Fox Cities, Appleton Paper has a duty to ensure the river's health and support the community's environmental initiatives.

Economic?

The economic vitality of the Fox Cities depends on a clean, healthy river. Appleton Paper's actions have a significant impact on local businesses and the tourism industry. The company must balance its economic interests with the need to protect the river and maintain the quality of life for its residents.

Sustainable?

Sustainability is not just about the environment; it's about ensuring the long-term viability of the Fox Cities. Appleton Paper must consider the environmental consequences of its operations and the potential for a sustainable future for the community. The fight to save the river is a battle for the future of the Fox Cities.

Working Toward the Right Solution.

As a responsible corporate citizen, Appleton Paper has a responsibility to protect the environment and the community's well-being. The company's actions can serve as a model for other businesses in the Fox Cities and beyond. By working together, we can find a solution that is good for the river and for the community.

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