


GREEN BAY PRESS-GAZETTE SUNDAY, FEBRUARY 7, 1999 ** A-5



THE RIVER AS WE SEE IT

Working Toward The Right Solution. That's the philosophy we at Appleton Papers have been using in our approach to the Fox River PCB issue. In recent months, people throughout the Fox Cities have approached us with questions about this issue that affects us all. They want to know what we're doing about it and how we plan on reaching the right solution. These are fair questions. We'd like to give you some solid answers.

RESPONSIBILITY

For nearly a century, Appleton Papers has been a responsible member of the Fox Cities community. Thirty years ago, Appleton Papers uncovered the potential problem with PCBs on our own initiative, researched it, found a safe alternative and discontinued using PCBs — without any prompting from the government, and years before they were banned.

We took our responsibilities seriously then, and we take them just as seriously now. Appleton Papers is committed to finding the right solution, and we don't feel we can welcome one that doesn't involve the entire lower Fox. A piecemeal approach would be close to no solution at all. By turning to science, we believe we will get the answers we need to develop the best solution.

SCIENCE

No cleanup project as massive as dredging an entire river, as some have proposed for the Fox, has ever been done. As a result, there is no actual experience nor enough data to determine how successful such a project could be. At Appleton Papers, we want a solution as much as anyone. We feel the best solution will be determined by scientific fact, not politics or conjecture.

That's why we support the two demonstration dredging projects in the river — one already completed and another that starts this spring. We're confident that the two demonstration projects, as well as scientific modeling results, will give us the facts we need to do what's right for the river. But we feel there is another responsibility: to the continued economic strength of the Fox Cities.

ECONOMICS

The economic drain of an enormous river cleanup project could impact the future of the Fox Cities for decades to come. Expansion, jobs and supporting industries all could be affected. For example, if the Fox River is designated a Superfund site by the federal government, the mills and the community carry the financial burden. Despite the name, there is no "fund" available when mills and communities can be tapped.

As a longstanding corporate citizen of the Fox Cities, we feel we have a responsibility to make sure a balance is reached between a clean river and continued economic health. Appleton Papers is willing to pay its fair share of PCB-related cleanup costs. We just want to make sure what we help pay for works, both for the Fox River and its communities. And we're certain that basing all future actions on reliable scientific fact is the most effective way to get the job done with as little adverse economic consequence as possible.

COMMITMENT

Appleton Papers believes science can help strike a balance between the needs of the river and the continued economic health of the Fox Cities. We're committed to the future of both, and to Working Toward The Right Solution. To learn more about our commitment, please call 1-800-440-2320 for a free information pack. The future is just too important.

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