

PAPER because



Old Ebbitt Grill

Get the news -
on paper -
while dining in D.C.



Customers at the historic Old Ebbitt Grill in Washington, D.C. can satisfy their hunger for good food and the latest news at the same time, thanks to a unique venture which sees headlines from Associated Press and a brief sponsorship message printed on the famous eatery's receipt paper. The "Latest News" project is the brainchild of Print Signal Corporation, which says the idea is to use top-of-the-minute news flashes to inform restaurant patrons and stimulations at the table without everyone becoming absorbed in their mobile devices.

As the exclusive sponsor, Domtar's helped launch the project. "We liked the originality of the concept and how it supports what we've been saying in our Paper Because campaign about the usefulness of paper in today's world and how it can bring people together," said Kathy Wholley, director of communications and strategy at Domtar.

Just as the potential for paper is constantly evolving so are the news stories on the Old Ebbitt receipts. In fact, Associated Press feeds updated headlines directly to wait staff computers every two minutes. The stories are tailored to local D.C. readers, but the concept could be adapted to any city in any language.

The "Latest News" is thought to be a world first, and Domtar is excited to be a part of it. Thousands of Washingtonians are seeing our "Paper is Good. Pass it On." message every week at the restaurant and learning about our Paper Because website.

The project has also received considerable publicity through articles in everything from The Washington Post and the Washington Business Journal to blogs and on ABC News.

"We're always on the lookout for innovative ways to communicate the benefits of responsible paper use to the public. The experiment at the Old Ebbitt Grill is just another example of Domtar leading the charge for our industry." concluded Wholley.



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