



Press Release

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Boston Designer Receives Sappi *Ideas that Matter* Grant *Grant Will Fund Design Mentoring Program for Urban Youth*

BOSTON - Sappi Fine Paper North America today announced that Denise Korn, principal and owner of Korn Design, has been awarded an \$18,000 grant from Sappi's 10th annual *Ideas that Matter* program. The grant will help fund her design mentoring program, Youth Design, a summer jobs program connecting talented urban high school students to career opportunities in design through professional mentorships.

Korn plans to use this grant to write a book, "Inspirational Guidebook for Mentoring" and update the support materials for Youth Design, encompassing both the mentoring program and a with the book a much broader outreach initiative on the power of creative mentoring in today's society.

Youth Design is a mentoring program in which inner-city high school students compete to be selected for paid summer internships at local leading design firms. Korn founded the program in Boston in 2003 and is expanding it across the country, now active also in Colorado and Rhode Island. Youth Design is run in partnership with the American Institute of Graphic Arts (AIGA), as well as city and state agencies in each of the sites currently up and running.

"Sappi has a strong tradition of recognizing the creativity and social commitment within the design community, and I am thrilled to receive an Ideas that Matter grant," said Korn. "Youth Design opens the world of design, to students who might not otherwise get that exposure."

Founded in 1992, Korn Design, www.korndesign.com, is an award-winning brand design and strategy firm based in Boston and New York City. Korn has worked with a wide range of clients including top-of-class developers, entrepreneurs, chefs, and institutional leaders, providing expert consultation on an equally wide range of assignments in the categories of leading hospitality, restaurants, luxury goods and ground-breaking strategic work. She was recognized by the *Boston Business Journal* as one of its 40 Under 40 Business Leaders. Korn sits on the Advisory Board of AIGA/Boston and DIGMA, The Design Industry Group of Massachusetts. She also sits on the board of Kids Can Cook, an outreach program for inner-city middle schools that uses nutrition and cooking to teach life lessons. She is a former co-president of the New England Creative Economy Initiative.

Ideas that Matter is an annual, innovative grant program that supports and transforms the creative ideas of designers into a powerful force for social good. Reviewed by a panel of judges working in graphic design from across the United States, winning applications represent a broad spectrum of causes and were selected based on their creativity, potential impact to the target audience and practicality of the implementation plan.

Since 1999, Sappi's Ideas that Matter program has awarded a total of over \$9 million in grants to designers around the globe who are performing pro bono work for a nonprofit organization. Out of the \$1 million that is annually awarded on a global level, a total of \$400,000 in grants will be awarded in North America this year.

"In today's economy, many companies have had to either abandon or reduce their philanthropic activities but here at Sappi, we felt it was important to maintain our dedication to the Ideas that Matter program, as it provides established and up and coming designers with the opportunity to develop and implement smart, action-oriented design solutions to social and environmental issues affecting our communities today," said Jennifer Miller, Executive Vice President of Marketing and Communications, Sappi Fine Paper North America. "Ideas that Matter is also an important part of our Company's commitment to sustainability, and we look forward to seeing the positive impact that these design projects will have on communities, once they are implemented."

Sappi's 2009 Ideas that Matter grant recipients will complete their projects by March 31, 2010. Please visit the Ideas that Matter Web site for future updates on the grant recipients and their respective design projects. The 2010 Call for Entries for the next, annual Ideas that Matter program will be announced this spring. For more information and a full list of Ideas that Matter grant recipients, visit www.sappi.com/ideasthatmatterNA.com or call 800-882-4332.

About Sappi Fine Paper North America

Sappi Fine Paper North America (SFPNA) is a leading North American producer of coated fine paper used in premium magazines, catalogues, books and high-end print advertising. Headquartered in Boston, Massachusetts, Sappi Fine Paper North America is known for innovation and quality. Its brand names, including McCoy, LOE, Opus, Somerset and Flo, are some of the industry's most widely recognized and specified. SFPNA is a division of Sappi Limited (NYSE, JSE, LSE), a global company headquartered in Johannesburg, South Africa, with manufacturing operations on four continents in 10 countries, sales offices in 50 countries, and customers in over 100 countries around the world. Learn more about Sappi Fine Paper North America at: www.sappi.com/na. For the media kit and past press releases, visit the "About Us" section of the Web site.

Editor's Note: High-res images of grant recipients as well as images of their winning design projects are available.

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