



2100 Ross Avenue Suite 975, Dallas, Texas 75201
TEL: 214.953.1184 FAX: 214.953.3028
WEB: www.texasreesfoundation.org

Contact: Betsy Orton
Telephone: 214.273.6689
E-mail: Betsy@texasreesfoundation.org
www.texasreesfoundation.org

FOR IMMEDIATE RELEASE

Texas Trees Foundation Receives City of Dallas Award for the Roadmap to Planning & Planting with Trees

The Texas Trees Foundation, a Dallas based private nonprofit was awarded the 2009 City of Dallas Mayor's Environmental Excellence Award for the development of the national GIS mapping model Roadmap to Planning & Planting with Trees. The initial Roadmap, created for the City of Dallas, identifies all potential tree planting sites for their specific environmental factors such as planting for energy efficiency, storm water runoff, heat island mitigation and other economic and environmental benefits. The map also quantifies the value of the tree canopy for both the potential and existing canopy and is a tool to strategically plant trees to "green Dallas." The City of Dallas has more than 1.8 million potential planting sites on both public and private lands.

Trees play an important role in the health of communities and create a better quality of life for residents and visitors. A regional approach to urban forestry programming is being created by the Texas Trees Foundation to help mitigate some of the environmental challenges of air and water quality and the demand for energy. Trees shading and cooling our homes reduces the demand for energy. Trees sequester CO₂ and they slow down water runoff. In addition, trees increase property values, shade heat islands lowering the ambient air temperatures, increase business activity and lower crime. Trees create healthy and beautiful communities.

Texas Trees Foundation is a private nonprofit dedicated to creating healthy communities by protecting and enhancing the urban forest while investing in people."
www.texasreesfoundation.org

#####

