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FOR IMMEDIATE RELEASE

Texas Trees Foundation Kicks Off Largest Regional Tree Planting Initiative in the Nation
Tree North Texas Program will plant 3 million trees in 10 years

DALLAS – The Texas Trees Foundation, a Dallas-based private nonprofit, Mayors and more than 40 cities across North Texas will come together to kick off Tree North Texas at 1 p.m. on April 18 at the Eisemann Center in Richardson. Tree North Texas is the regional urban forestry initiative for North Texas and will be the largest tree planting initiative in the nation, with a plan to plant 3 million trees in North Texas during the next 10 years.

Municipalities, individuals, organizations, agencies, and corporations will all play a role in planting trees. Partners who have already committed to Tree North Texas include The Home Depot, Scott's, Chevrolet, TXU Energy, Philanthropy World Magazine, Texas Forest Service, and Tree Town.

Because the goal of this initiative is to significantly raise the percentage of tree canopy, plantings must take place on public and private lands. The geographic focus for the outreach efforts and direct support will be the 10-county North Texas region known as the Metropolitan Planning Region. North Central Texas Council of Government has identified this area as the largest population base and the area with the largest projected growth during the next 10 years. Additional outreach and support will be shared with the entire 16-county North Texas area. More information can be found at www.TreeNorthTexas.org

Texas Trees Foundation will coordinate and assist with the implementation of Tree North Texas through program development, social networking, marketing, facilitation of charitable giving and corporate sponsorships, management of tree tracking and value quantification, educational outreach, contracting, technical assistance and project implementation.

Trees play an important role in the health of communities and create a better quality of life for residents and visitors. Trees shading and cooling our homes reduces the demand for energy. Trees sequester CO₂ and 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 through tree planting, education, outreach and advocacy. www.TexasTrees.org

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