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**FOR IMMEDIATE RELEASE**

**TEXAS TREES FOUNDATION AND CITY OF RICHARDSON PARTNER FOR  
LARGEST TREE-PLANTING INITIATIVE IN NORTH TEXAS HISTORY**

*Texas Trees Foundation, City of Richardson, Super Bowl XLV's SLANT 45 Program, Corporate Sponsors and Volunteers  
to "Tree the Town" With 50,000 New Trees*

Texas Trees Foundation announces its partnership with the City of Richardson and the launch of "Tree the Town," an ambitious project to plant 50,000 new trees across the city over the next decade. The kick-off event, on Sunday, April 18 at Galatyn Plaza, brings together partner organizations, sponsors and hundreds of volunteers – including Boy Scouts, Girl Scouts, families, business owners and City representatives – to plant the initial group of trees at two sites near Galatyn Plaza and the Central Trail.

"We are extremely excited about the benefits of this ambitious initiative for our community," said Texas Trees Foundation Executive Director Janette Monear. "'Tree the Town' fits squarely within Texas Trees Foundation's goal of being a regional leader in the development of urban forestry initiatives that preserve and improve our living environment. I'd also like to extend a special thank you to the City of Richardson and our sponsors – BlueCross BlueShield of Texas, Comerica, Eltek Valere, Esurance, Texas Instruments and TXU Energy, who have responded quickly to the opportunity and made it a reality in such a short time."

Additional plantings scheduled for Spring 2010 will take place at medians along Arapaho Road west and east of Plano Road, at medians on Campbell Road east of US 75 and at Duck Creek Linear Park west of Yale Boulevard.

Texas Trees Foundation is partnering with the City of Richardson to manage and coordinate the first round of tree plantings, and to maintain and water the newly planted trees for the first year. After the first year, the City of Richardson will assume responsibility for continued care of trees planted on public property.

"Tree the Town" has also been registered as a project match with SLANT 45, a region-wide service-learning program connected to Super Bowl XLV that will allow elementary-age children to sign up for future plantings and earn SLANT 45 credits. Former Dallas Cowboys star Daryl "Moose" Johnston, chairman of the SLANT 45 Action Team, will speak at the launch event. Service Learning Adventures in North Texas, or SLANT 45, will allow more than 20,000 children to devote at least 45,000 hours toward their own service-learning creations to better their communities. No previous Super Bowl has seen anything like it.

Blue Cross Blue Shield of Texas, which recently opened its new corporate campus near Galatyn Plaza, is sponsoring the April 18 tree planting activities at Galatyn Plaza and the Central Trail, which involves the planting of 100 new trees – 50 at each location. Additional corporate sponsors who have committed to future plantings and each



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committed \$10,000 to the initiative include Comerica Bank, Eltek Valere, Esurance, Texas Instruments and TXU Energy. Through these community partnerships, “Tree the Town” will deliver, at a greatly reduced cost to the City, a project that typically would have cost \$34 million to implement on its own.

“Tree the Town” offers Richardson neighborhoods, civic groups, corporate sponsors, small businesses and individual volunteers many opportunities for community involvement. Interested parties can visit the program website, [www.treethetown.com](http://www.treethetown.com), where they can sign up as volunteers for future group tree plantings, or to register trees they plant in their own yards so those trees can count towards the city’s total.

### **About Texas Trees Foundation**

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](http://www.texasreesfoundation.org)

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. **Trees Matter.**

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