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For Immediate Release

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NFL Greens North Texas with 6,500+ Trees for Super Bowl XLV

DALLAS – September 8, 2010 – The NFL Environmental Program has partnered with Texas Trees Foundation, Texas Forest Service and Moore Tree Care, a subsidiary of Lambert Landscape Company, to address environmental impacts associated with the production of Super Bowl XLV. This project will feature three components: (1) The Signature Planting projects in each of the 12 Super Bowl XLV host communities (2) The Education and Tree Giveaway (up to 500 seedlings) at one school in each of the 12 Super Bowl XLV host communities, and (3) The Grand Finale event in January 2011 at Cowboys Stadium as a celebration of the total NFL Environmental Program.

Community Tree Planting Signature Projects

The community tree planting program provides each city with a "package" to develop an exciting tree planting project on public lands in their communities. Local communities will select their planting locations and will work with Moore Tree Care to implement these projects. Planting projects will be implemented throughout the fall and culminate with Arlington's planting project as part of the Grand Finale event on January 21, 2011.

Education/School Program

To support the National Football League's Urban and Community Forestry project, Texas Trees Foundation will partner with SLANT 45/Big Thought to provide 500 small tree seedlings/liners to one school in each of the 12 host communities. Trees, along with SLANT 45 program materials, will be provided to a minimum of 6,000 youth to plant in honor of Super Bowl XLV. Each student will receive a certificate of understanding that they would sign promising to plant and care for their Super Bowl tree and instructions on how to plant the tree. In addition, they will be instructed on how to register their tree through the NFL tracking program to be tracked and quantified over time. The program will be implemented during fall 2010.

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

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