



PRESS RELEASE

Invest From the Ground Up campaign releases inspiring video of true stories highlighting the value of trees in creating healthy California communities

FOR IMMEDIATE RELEASE

San Rafael, Calif.; November 20, 2013 — [The California Urban Forests Council](#), along with the [Western Chapter of International Society of Arboriculture](#) and funding sponsors, the [California Department of Forestry and Fire Protection \(CAL FIRE\)](#) and [U.S. Forest Service](#), announced today the release of a new education video promoting the message that growing trees make great communities.

The video is part of the [Invest From the Ground Up](#) campaign, an education program enlightening Californians on the value of trees in order to encourage home and business owners to care for their trees and in return reap even greater benefit from our trees. As part of their objectives, the program creates localized education and awareness campaigns in communities throughout California. This year, Invest From the Ground Up worked with local community groups to host successful campaigns in East Hollywood, Santee (San Diego), Albany and Bakersfield. The next community planned is El Cerrito in the Bay Area.

Trees have a profound, yet often under-appreciated impact on communities. For example, community trees in San Jose, CA provide annual benefits from ecosystem services and property value of \$240 million. This doesn't even take into account the positive effect of trees on improving health, business sales, reducing crime and much more. See [InvestFromTheGroundUp.org](#) for more benefits of trees.

The new 5 minute video features three real life stories by Californians of how trees have helped individuals or communities. It showcases heartfelt examples where trees have improved a businesses' bottom line, improved health and wellness, and revitalized a neighborhood.

Jay Jimenez, one of the stars of the video is a small business owner in Bishop, California and the caretaker of an amazing 120 year old sycamore tree that provides shade and protection for his customers. Jay notes "[the tree] is the head of the business and the reason I AM in business."

Invest From the Ground Up is providing this video and a host of other educational and awareness materials to community groups, urban forestry professionals and the general public at no charge. Nancy Hughes, Executive Director of California Urban Forests Councils said, "This video is a great tool for anyone to use to start a conversation about trees in their community. Just ask, 'can you imagine a great neighborhood without trees?' Nine times out of ten, this will provide an opening. Our new video is a thought provoking, but easy way to address urban greening issues and opportunities in communities. We hope this fun and inspiring video will get people to recognize the value of their trees and afford them the care they need."

To view the view the video, visit [InvestFromTheGroundUp.org](#).

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California Urban Forests Council (CaUFC) is a non-profit organization dedicated to supporting urban forestry and urban greening to make California's communities cleaner, healthier and more prosperous. Through collaborative action CaUFC is growing federal, state and local investment in urban forestry, changing policy to positively affect the health of urban forests, and growing public awareness and support for urban forestry.

www.caufc.org



Chapter of the International Society of Arboriculture (WCISA), formed in 1934, is a member-driven organization dedicated to fostering a greater appreciation for trees by promoting research and education to advance the professional practice of arboriculture. WCISA seeks to promote and improve the practice of arboriculture, increase public interest in and support for trees, support scientific research and uphold the highest possible level of practice for those engaged the arboriculture profession. www.wcisa.net/



California Department of Forestry and Fire Protection (CAL FIRE) is dedicated to the fire protection and stewardship of over 31 million acres of California's privately-owned wildlands. In addition, the Department provides varied emergency services in 36 of the State's 58 counties via contracts with local governments. CAL FIRE foresters can be found doing anything from working to increase the number of trees planted in our cities to preventing the spread of disease by identifying and removing infected trees.

www.fire.ca.gov



Urban and Community Forestry (UCF) is a cooperative forestry program of the US Forest Service that focuses on the stewardship of urban natural resources. UCF responds to the needs of urban areas by maintaining, restoring, and improving urban forest ecosystems on more than 70 million acres. Through these efforts the program encourages and promotes the creation of healthier, more livable urban environments across the nation.

www.fs.fed.us/ucf/