

Contact: Mary Pendleton
Tel: 415-571-8616
Email: mary@wcisa.net
Web: www.investfromthegroundup.org

FOR IMMEDIATE RELEASE

(SAN RAFAEL, Calif. – November 18, 2013) Invest From the Ground Up will plant 1,754 trees on February 15, 2014 at over 20 locations in the Bay Area and San Joaquin Valley, including Visalia. This event will focus on areas of high need such as schools, playgrounds, and community centers or regions of high emissions such as freeway ramps and the Port of Oakland. The SF Bay region will plant 1,052 trees and the San Joaquin Valley will plant 702 trees. Interested volunteers can visit www.investfromthegroundup.org for a complete regional partner listing.

According to program director Connie Gallippi, “The cool thing about this program is that these trees will be workhorses, giving back from the moment they are planted. Whether it’s providing shade and breathable air at a community center in Lindsay, capturing particulate matter at a truck stop near the Port of Oakland, or replacing hazardous trees along a median in Rohnert Park, these trees will be working hard for the communities they’re planted in. Trees really are a wise investment!”

Gallippi and her team have ensured that certified arborists will act as mentors at all tree planting events, teaching volunteers about the benefits of trees and demonstrating proper planting standards.

The benefits of trees may be obvious to some, but their direct effect on reducing heat island effect, reducing greenhouse gas emissions, saving energy, cleaning water and air, providing aesthetic and habitat value, and improving public health is astounding. When the trees we plant for this project are fully grown, they will remove 77 tons of CO₂ and 18,000 pounds of pollutants **every year**, according to the U.S. Forest Service Pacific Southwest Research Station.

Funding for this project comes from the USDA Forest Service Urban and Community Forestry Program and the California Department of Forestry and Fire Protection (CalFire). Community events held at each site on the planting day will add an educational component to the project and aims to teach the public about the benefits of trees.

Invest from the Ground Up partners include the California Urban Forests Council, Western Chapter International Society of Arboriculture, California ReLeaf, Local Government Commission, Bay Area Urban Forests Ecosystem Council and San Joaquin Valley Urban Forests Council. This is the third project of this nature for this group, and was previously promoted under the name United Voices for Healthier Communities; the first was in 2007 and focused on Southern California communities, the second was in 2010 and focused on Fresno, San Diego, Folsom, and the Central Coast.

For more information please visit www.investfromthegroundup.org or contact Mary Pendleton at the Western Chapter International Society of Arboriculture, mary@wcisa.net or 415-571-8616.