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# Media Advisory

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## Arbor Day event kicks off 30,000 tree campaign

**WHAT:** Kick-off of Arbor Week and the 30<sup>th</sup> Anniversary of the Sacramento Tree Foundation and launch of the 30,000 tree planting pledges in 30 days!

Arbor Week runs March 7-14 and inspires Californians of all ages to celebrate our natural wonders and most treasured resources. A celebratory Valley oak tree will be planted in commemoration

**WHO:** [Sacramento Tree Foundation](#), City of Sacramento, Assemblymember Roger Dickinson and [CalReleaf](#), a statewide advocacy group. Governor Jerry Brown and Councilmember Bonnie Pannell are invited.

**WHEN:** Wednesday, March 7, at 12:30 p.m.

**WHERE:** Southeast corner of Capitol Park (15<sup>th</sup> & Capitol)

**WHY:** In partnership with the Greenwise Joint Venture, the Sacramento Tree Foundation is aiming to generate 30,000 tree-planting pledges over a 30-day period, March 7 through April 8. The 30k Tree Campaign engages volunteer organizations, businesses and community groups by adding trees to the Sacramento region to grow a healthy, livable community. The ultimate goal of the campaign is to plant 30,000 trees throughout 2012. Ray Tretheway, the Sacramento Tree Foundation's Executive Director says, "This campaign highlights our region's recognition of the role trees play in creating healthy communities. We want to thank Mayor Johnson, Greenwise Joint Venture, the Sacramento Municipal Utility District, and Green Acres Nursery for taking lead roles in this epic tree planting campaign."

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