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Philadelphia Parks & Recreation Announces Fall TreePhilly Yard Tree Program
City will provide 2,500 free yard trees, mulch and tree planting workshops to Philadelphia residents this fall

PHILADELPHIA- September 16, 2013- Today, Philadelphia Parks & Recreation (PP&R) in partnership with the Fairmount Park Conservancy and Wells Fargo & Company, announced that registration is open for the Fall 2013 TreePhilly Yard Tree Program. TreePhilly is a yearlong initiative that engages Philadelphia property owners, businesses and neighbors to plant and maintain trees. Starting today through October 31st, property owners can register for a free yard tree to plant on their private property by visiting www.treephilly.org.

“With the continued support of our great partners and building off the tremendous success of the spring TreePhilly campaign, the fall 2013 TreePhilly campaign will enable even more Philadelphia property owners to receive free trees and learn about the numerous benefits of planting trees. For the first time this fall we are very excited to offer fruit trees in the selection for tree giveaways,” said Michael DiBerardinis, Deputy Mayor for Environmental and Community Resources.

For the first time, residents who pre-register for the Yard Tree Program will be eligible to receive a fruit tree. There will be 8 to 10 species of trees to choose from at each giveaway event, all available on a first come, first-served basis. Philadelphia residential property owners can request up to two trees per address and community groups who will be planting on private property with a community use, such as faith-based institutions and senior centers, can register for up to 10 trees. During pre-registration, residents will be able to choose from four giveaway events across the city in November (see details below). At each giveaway event there will be free mulch and tote bags, and tree planting and care demonstrations, provided by the Pennsylvania Horticultural Society.

“With each yard tree giveaway, we are successfully engaging more residents and community members to plant and care for their own trees. We are truly grateful for Wells Fargo and their continued support of the TreePhilly program – an example of how successful public-private partnerships can be,” said Kathryn Ott Lovell, Executive Director of the Fairmount Park Conservancy.

The yard tree pick-up dates and locations are as follows:

- Sat. November 9th, 10am-12pm, 12-2pm, 2-4 pm, Pennypack Environmental Center (8600 Verree Rd. 19115)
- Sun. November 10th, 11am-1pm, Columbus Square Playground (1200 Whatron St. 19147)

- Sat. November 16th, 11am-1pm, Overington Park (4600 Leiper St. 19124)
- Sun. November 17th, 12-2pm, West Oak Lane Library (2000 Washington Lane, 19138)

Residents with limited mobility can apply for free tree delivery and planting by a representative from Philadelphia Parks & Recreation. Space for this service is limited and residents are encouraged to apply early by contacting Erica Smith Fichman at 215-683-0217 or by visiting www.treephilly.org.

There are several ways citizens can get involved with TreePhilly, including planting and caring for trees on their property, volunteering for a tree planting event in their local park, or sponsoring community service days to plant and maintain trees. For more information, citizens can visit www.treephilly.org or call 215-683-0217.

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About Philadelphia Parks & Recreation

Philadelphia Parks & Recreation is the City department that is most engaged in the lives of residents and visitors alike on a daily basis. Through its programs, policies and physical amenities, Philadelphia Parks & Recreation promotes the well-being of the City, its citizens and visitors, by offering beautiful natural landscapes and parks, historically significant resources, high quality recreation centers and athletic programs, along with enriching cultural and environmental programs.

About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with \$1.4 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through more than 9,000 stores, 12,000 ATMs, and the Internet (wellsfargo.com), and has offices in more than 35 countries to support the bank's customers who conduct business in the global economy. With more than 270,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 25 on *Fortune's* 2013 rankings of America's largest corporations. Wells Fargo's vision is to satisfy all our customers' financial needs and help them succeed financially. Wells Fargo perspectives are also available at blog.wellsfargo.com.

About the Fairmount Park Conservancy

The Fairmount Park Conservancy exists to champion the Fairmount Park system. Its mission is to work as a collaborative partner to lead and support efforts which preserve and improve Fairmount Park to enhance the quality of life and stimulate the economic development of the Greater Philadelphia Region. The Fairmount Park Conservancy fulfills its mission by leading signature capital projects and innovative programs throughout Fairmount Park; by developing and leveraging resources for the park; and by promoting the parks' unique assets and contributions. The Fairmount Park system covers more than 10,200 acres and is considered one of the largest urban park systems in the world. It includes a network of more than 100 neighborhood parks and contains some of the region's most famous treasures and attractions. For more information, please visit www.myphillypark.org. "Like" the Fairmount Park Conservancy on Facebook at facebook.com/FairmountParkConservancy and "Follow" via Twitter @myphillypark.