



## DRAFT 4

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## **Philadelphia Parks & Recreation Announces 2013 TreePhilly Citywide Tree Giveaway Program**

***City will provide 2,500 free yard trees to property owners, businesses and neighborhood residents  
to plant and in turn help improve their communities this spring***

**PHILADELPHIA- February 15, 2013-** Today, Philadelphia Parks & Recreation (PP&R) in partnership with the Fairmount Park Conservancy and Wells Fargo & Company, announced that registration for the spring 2013 TreePhilly giveaway is now open. TreePhilly is a yearlong initiative that engages Philadelphia property owners, businesses and neighbors to plant and maintain trees. Starting today through March 31<sup>st</sup>, property owners can submit requests for a free yard tree to plant on their private property.

As TreePhilly embarks on its second year, there are a few new features to the program. More trees will be available for residents this year, increasing the yard tree give away totals from 4,000 to 5,000 trees (2,500 for this spring). Philadelphia residential property owners can request up to two trees and community groups that own large private properties with community access, such as faith-based institutions and senior centers, can register for up to 10 trees. TreePhilly is offering a total of nine pick-up locations on seven different days in April (see details below). Participants who pre-register for the yard tree giveaway will be able to select their pick-up site and date. At each pick-up location, TreePhilly will offer tree planting and care demonstrations. Those who participate in the demonstration will receive a free raffle ticket for a free tree watering bag. Additionally, TreePhilly will be offering free mulch for TreePhilly participants at select pick-up locations.

“TreePhilly is an investment in our city’s future,” said Mayor Michael A. Nutter. “Our city will be healthier, safer and more attractive as a result of the trees we plant through this program. This year, Philadelphians can ask for more than one tree and we have more locations for pick-up. I would like to thank Wells Fargo & Company and the Fairmount Park Conservancy for their support of this important initiative.”

“With the continued support of our great partners and building off the tremendous success of last year’s TreePhilly campaign, the 2013 TreePhilly campaign will enable even more Philadelphia property owners to receive free trees and learn about the numerous benefits of planting trees. This spring we are very

excited to offer community groups, such as senior centers and faith-based institutions, as many as ten free trees to plant on their properties and be enjoyed by their communities,” said Michael DiBerardinis, Deputy Mayor for Environmental and Community Resources.

“We have seen great success in engaging Philadelphians to plant and care for trees as part of the TreePhilly program. Wells Fargo has been an extraordinary corporate partner of Treephilly, from their financial support to promoting TreePhilly through their branches and ATMs. The Fairmount Park Conservancy is truly grateful for their support both last year and this year – an example of how successful public-private partnerships can be,” said Kathryn Ott Lovell, Executive Director of the Fairmount Park Conservancy.

“Wells Fargo is pleased to renew our commitment to the TreePhilly program because of this program’s success in making Philadelphia more attractive and environmentally sound for generations of future Philadelphians,” said Vince Liuzzi, Wells Fargo’s regional president for Greater Philadelphia/Delaware. “Tree Philly aligns with our commitment to environmental stewardship and will further the vision of Philadelphia’s founding father, William Penn, of Philadelphia as a ‘greene country town.’ ”

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

- Sat. April 6th, 2-4pm, Second Baptist Church of Frankford (1801 Meadow St. 19124)
- Sun. April 7th, 11am-1pm, New Kensington CDC Garden Center (1825 Frankford Ave. 19125)
- Thurs. April 11th, 4:30-6:30pm, Haddington Library (446 N 65th St. 19151)
- Sat. April 13th, 10am-12pm, Columbus Square Playground (1200 Wharton St. 19147)
- Sat. April 13th, 10am-12pm, Pennypack Environmental Center (8600 Verree Rd. 19115)
- Sat. April 13th, 1-3pm, Pennypack Environmental Center (8600 Verree Rd. 19115)
- Sat. April 13th, 3-5pm, Pennypack Environmental Center (8600 Verree Rd. 19115)
- Sun. April 14th, 2-4pm, West Oak Lane Library (2000 Washington Lane, 19138)
- Sat. April 20th, 12-2pm, Hunting Park Recreation Center (900 Hunting Park Ave. 19140)

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](http://www.treephilly.org). Finally, if a resident does not register for a tree, there will be a “leftovers” day schedule in April (exact date to be determined), , where extra trees will be available to residents on a first-come, first-served basis.

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](http://www.treephilly.org) or call 215-683-0217. For more information about the Fairmount Park Conservancy, please visit [www.myphillypark.org](http://www.myphillypark.org). To stay up to date on Fairmount Park Conservancy projects and news, visit the Conservancy’s Facebook Page at [www.facebook.com/FairmountParkConservancy](https://www.facebook.com/FairmountParkConservancy) or follow the Conservancy on Twitter @myphillypark.

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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, the Internet ([wellsfargo.com](http://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 265,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 26 on *Fortune's* 2012 rankings of America's largest corporations. Wells Fargo's vision is to satisfy all our customers' financial needs and help them succeed financially.

#### **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](http://www.myphillypark.org). "Like" the Fairmount Park Conservancy on Facebook at [facebook.com/FairmountParkConservancy](https://facebook.com/FairmountParkConservancy) and "Follow" via Twitter @myphillypark.