For Immediate Release

Insert School or Organization Logo Here!

Contacts:

{Name
School Name/ Organization Name
Contact number}

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{School/Organization} and National Wildlife Federation Plant Trees for Wildlife

Program introduces students and youth to STEM (science, technology, engineering and math) learning and educates students about sustainability and the role of trees in their environment

{Local City/Town, State} (September XX, 2013)- {Insert School/Organization Name} is giving its students a unique opportunity for hands-on nature learning—planting trees on the school grounds {or other location} to improve their community and help wildlife by providing food, cover and places for wildlife to live.

"Planting a tree is a perfect opportunity for students to learn about the environment and get dirt under their fingernails," says Eliza Russell, Director of Education for the National Wildlife Federation. "A single tree can clean the air and water, provide food for wildlife and humans and serve as shelter. It can serve as a microcosm of a sustainable environment and teach kids a lot about the world they live in."

The tree planting today in {Local City/Town} is part of the National Wildlife Federation's Trees for Wildlife program which teaches children about wildlife, science, and ecology through planting and then caring for trees in their communities.

{School Name/Organization)}'s students are working with community members to organize the planting event as a way to give back to the community. The trees they planted will contribute to the nature learning and general enjoyment of students for years to come.

{Insert quote from student or teacher about event}

As part of the event, students learned about the many benefits of trees and their role in the environment, including:

- Trees improve air quality, absorbing pollutants and filtering contaminants from the air.

- Trees improve water quality, reduce flooding and erosion and slow evaporation through stabilizing stream beds and filtering water through leaves.
- Trees help reduce energy costs for schools and homes by providing shade in the summer – reducing air conditioning costs – and acting as wind breaks in the winter.
- Trees improve health by providing a calm and relaxing environment and help add to an overall sense of well-being. Hospital studies indicate that patients who have window views of trees and green spaces are calmer and more relaxed, and many heal faster.
- Tree planting projects are a visible sign of a commitment to improving green space and community aesthetics.

About the {Insert School/Organization Name}
{Insert standard language about school}

About the National Wildlife Federation
The Trees for Wildlife program is part of a national effort to engage children to plant, care for and learn about trees in their own communities as part of a broader goal to connect 10 million more children with nature on a regular basis and help more Americans experience the outdoors through recreation, education and stewardship.

For more information about NWF's Tree for Wildlife initiative, visit www.nwf.org/trees.

For more National Wildlife Federation news visit www.nwf.org