



PRESS RELEASE

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For Immediate Release

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Arbor Day Foundation Names New Berlin Tree City USA®

New Berlin, WI has been named a Tree City USA community by the Arbor Day Foundation to honor its commitment to urban forestry. The Tree City USA program is sponsored by the Arbor Day Foundation in cooperation with the National Association of State Foresters and the USDA Forest Service. It is the **tenth** year New Berlin has earned this national designation.

"We all benefit when communities like New Berlin place a high priority on planting and caring for trees, one of our nation's most beautiful resources," said John Rosenow, chief executive and founder of the Arbor Day Foundation. "Trees shade our homes and add beauty to our neighborhoods, and they also provide many environmental, economic and social benefits. We applaud New Berlin's elected officials, volunteers and citizens for providing vital care for its urban forest."

New Berlin has met the four standards to become a Tree City USA community: having a tree board or department, a tree care ordinance, a comprehensive community forestry program, and an Arbor Day observance and proclamation.

Communities that receive Tree City USA recognition not only have taken the time to meet these four standards, they recognize that:

- Trees promote healthier communities. Leaves filter the air we breathe by removing dust and other particles.
- Trees moderate climate, conserve water and provide habitat for wildlife.
- Trees in urban areas reduce the heat island effect caused by pavement and buildings.
- Properly placed trees can increase property values, reduce energy use and add beauty to our homes and neighborhoods.

More information about Tree City USA can be found at www.arborday.org/TreeCityUSA.

Cc: Aldermen
Media