



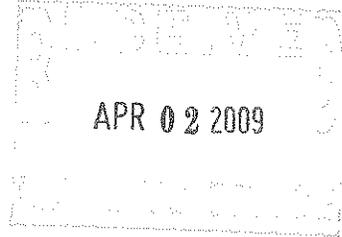
Arbor Day Foundation™

P.O. Box 81415 • Lincoln, NE 68501-1415 • 888-448-7337 arborday.org

We inspire people to plant, nurture, and celebrate trees.

March 19, 2009

The Honorable Don Merkes
Mayor of the City of Menasha
140 Main Street
Menasha, WI 54952



Dear Mayor Merkes,

We congratulate Menasha on having achieved Tree City USA® status for 2008—an accomplishment that assures all your citizens of greater opportunities than they may yet realize!

As you already know, trees are a vital component of the infrastructure in cities and towns, providing environmental and economical benefits. Trees in urban areas reduce the heat island effect caused by pavement and buildings. Properly placed trees can increase property values. Leaves filter the air we breathe by removing dust and other particles.

We have prepared the enclosed press release for your convenience as you prepare to contact local media outlets to share this commendable achievement with the public. We hope you are excited to share the significance of this accomplishment with the media. If you wish to receive this press release in electronic form, please email mderowitsch@arborday.org. We will send it to you within one work day.

The Tree City USA program is sponsored in cooperation with the National Association of State Foresters and the USDA Forest Service. State foresters are responsible for the presentation of the Tree City USA flag and other materials. We will forward your awards to Tracy Salisbury in your state forester's office. They will be coordinating the presentation with you. It would be especially appropriate to make the Tree City USA award a part of your Arbor Day ceremony.

Again, we celebrate your diligence in improving the quality of life for the citizens of Menasha and thank you for creating a healthier, more sustainable world for us all.

Best regards,

John Rosenow
Chief Executive

cc: Brian Tungate

Enclosure

For more information,
contact Mark Derowitsch,
Public Relations Manager, at
mderowitsch@arborday.org
or call 888-448-7337.



News from Arbor Day Foundation™

211 N. 12th St. • Lincoln, NE 68508 • 888-448-7337 • arborday.org

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FOR IMMEDIATE RELEASE:

Menasha Named Tree City USA® by the Arbor Day Foundation

Menasha, WI has been named a Tree City USA community by the Arbor Day Foundation to honor its commitment to community forestry.

It is the twenty-sixth year Menasha has received this national recognition.

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.

Menasha 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, and buildings in wooded areas rent more quickly and tenants stay longer.

"A community, its elected officials and its citizens that provide needed care for its trees deserves recognition and thanks," said John Rosenow, chief executive of the Arbor Day Foundation. "Trees are a vital component of the infrastructure in our cities and towns, and they also provide environmental and economical benefits. Cities that are recognized with a Tree City USA designation go to great lengths to plant and care for the community forest."

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

About the Arbor Day Foundation

The Arbor Day Foundation is a nonprofit, environmental, an education organization of nearly one million members, with a mission to inspire people to plant, nurture, and celebrate trees. More information on the Foundation and its programs can be found at www.arborday.org.