Menasha

FOR IMMEDIATE RELEASE

Contact: Brian Tungate, Director of Parks and Recreation, City of Menasha
140 Main Street
Menasha, WI 54952
Phone: 920-967-3641
http://www.cityofmenasha-wi.gov
btungate@ci.menasha.wi.us

MENASHA NAMED A TREE CITY USA COMMUNITY BY THE NATIONAL ARBOR DAY FOUNDATION FOR THE 28TH YEAR

MENASHA, WI – April 29, 2011. The City of Menasha was recognized by the nonprofit Arbor Day Foundation as a Tree City USA community for its commitment to urban forestry. Menasha's urban forest provides many benefits to its citizens including: filtering the air, providing wildlife habitat, reducing heat islands, reducing energy use, adding beauty to our neighborhoods, and increasing property values.

This is the twenty-eighth year Menasha has earned the national designation and its third Growth Award.

"We commend Menasha's elected officials, volunteers and its citizens for providing vital care for its urban forest," said John Rosenow, chief executive and founder of the Arbor Day Foundation. "Trees provide numerous environmental, economical and health benefits to millions of people each day, and we applaud communities that make planting and caring for trees a top priority"

Communities that earn Tree City USA recognition not only have taken the time to meet the four standards, they know that trees:

- Promote Healthier communities by filtering the air we breathe by removing dust and other particles.
- Moderate climate, conserve water and provide vital habitat for wildlife.
- Reduce the heat island effect in urban areas caused by pavement and buildings.
- Increase property values and reduce energy use and add beauty to our homes and neighborhoods.

This year's Menasha Arbor Day observation will be held on April 29, 8:30 AM, at Clovis Grove School. Following the ceremony, trees will be planted around the Clovis Grove School neighborhood. The observation will celebrate not only trees but the generosity of SCA Tissue and their employees who will volunteer their time to plant trees in the neighborhood near Clovis Grove School. This is the second consecutive year that SCA Tissue will take part in Menasha's Arbor Day Celebration. Students from Clovis Grove School will participate in the planting and ceremony.

Longtime advocate of the city's forestry program Mayor Merkes thanked SCA, its volunteers, and the dedicated forestry staff at the city for their efforts in the improved quality and healthier more sustainable world this year's plantings will provide for all of us and future generations.

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

PROCLAMATION

ARBOR DAY -- APRIL 29, 2011

WHEREAS, in 1872 J. Sterling Morton proposed to the Nebraska Board of Agriculture that a special day be set aside for the planting of trees; and,

WHEREAS, this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska; and,

WHEREAS, trees can reduce the erosion of our precious topsoil by wind and water, cut heating and cooling costs, moderate the temperature, clean the air, produce oxygen and provide habitat for wildlife; and,

WHEREAS, Menasha's urban forests filter the air, provide wildlife habitat, reduce heat islands, reduce energy use, add beauty to our neighborhoods and increase property values; and,

WHEREAS, trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community; and,

WHEREAS, trees, wherever they are planted, are a source of joy and spiritual renewal; and,

WHEREAS, the City of Menasha anticipates being recognized for the 28th consecutive year as a Tree City U.S.A. by The National Arbor Day Foundation and desires to continue its tree-planting ways.

NOW, THEREFORE, I, Donald Merkes, Mayor of the City of Menasha, do hereby proclaim April 29, 2011 **ARBOR DAY** in the City of Menasha, and I urge all citizens to support the protection of our trees and woodlands and to support our City's urban forestry program,

FURTHER, I urge all citizens to plant trees to gladden the hearts and promote the well-being of present and future generations.

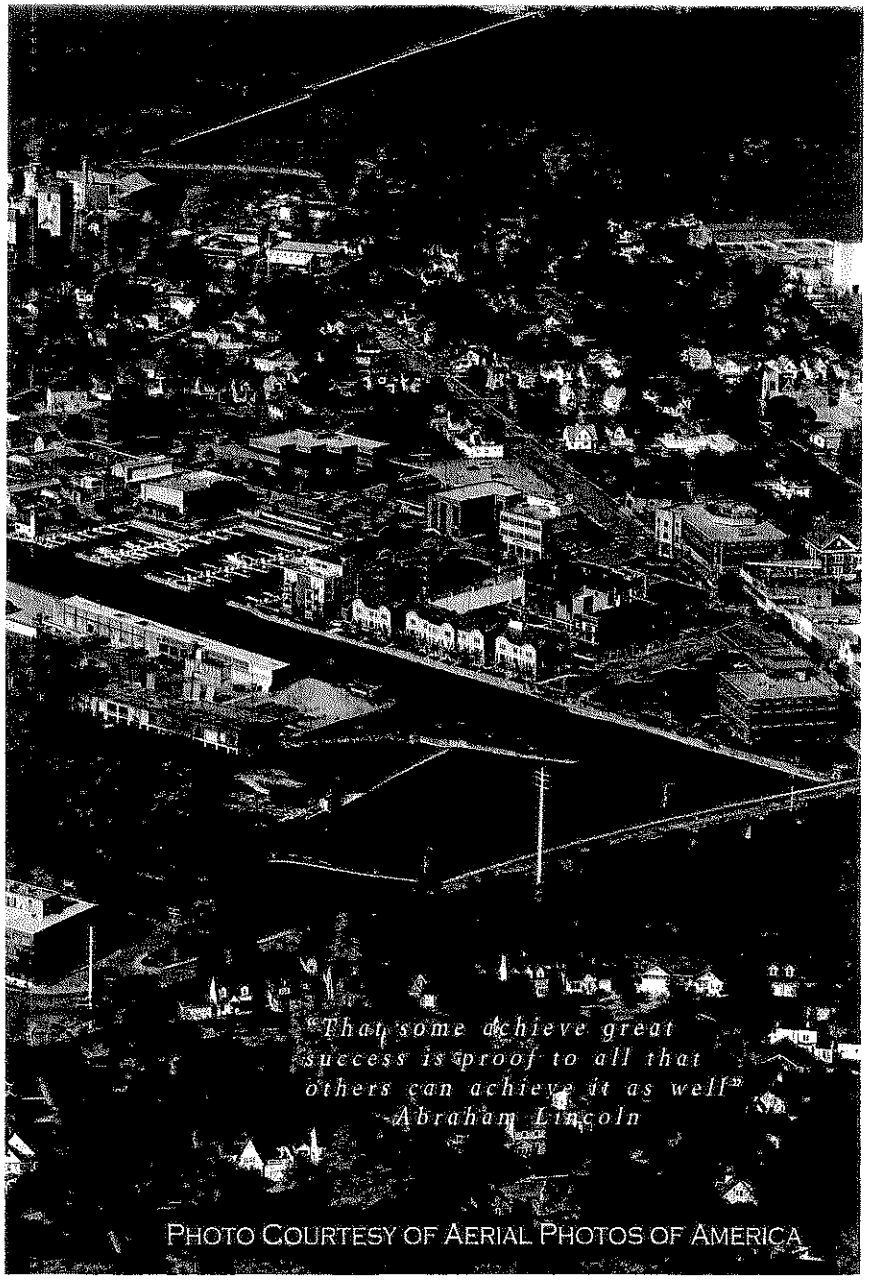

PHOTO COURTESY OF AERIAL PHOTOS OF AMERICA

Dated this 5th day of January, 2011

Donald Merkes, Mayor

Menasha