



Menasha

**FOR IMMEDIATE RELEASE**

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**CN STRONGER COMMUNITIES FUND DONATION BUILDS ON  
MENASHA'S THIRTY YEARS AS A TREE CITY**

MENASHA, WI – August 1, 2013. A \$15,000 donation from CN will allow Menasha to continue building on its 30 years as a tree city and the benefits its urban forestry program. The generous donation from the CN Stronger Communities Fund, along with volunteer labor will enable the planting of 240 additional trees throughout the city in 2013.

Earlier this year the City marked its 30 year Tree City milestone by announcing that Menasha's electric utility had received Tree Line certification, and the UW Fox Valley had achieved Tree Campus status. The donation from CN will commemorate the anniversary with plantings of groups of 30 trees in each aldermanic district in celebration of Menasha's Tree City status. Planting locations include Lopas Street, Milwaukee St, De Pere Street, Tayco Street, Melissa Street, Broad Street, Lucerne Drive, and Villa Way. In the spirit of partnership each grouping will be planted by a group of volunteers from the community.

The CN Stronger Communities Fund symbolizes CN's commitment to help build safer, stronger communities making them better places to live and work. CN believes that sustainability involves making decisions and taking actions that protect the environment and otherwise support the communities in which they operate.

"The partnership provides an outstanding opportunity to work with CN to meet its environmental and community objectives and at the same time improve neighborhoods around the community" stated Mayor Merkes.

Trees in the community provide numerous environmental benefits including: reducing stormwater runoff, lowering summer air temperatures, reducing air pollution, reducing heating and cooling costs, reducing atmospheric carbon dioxide (CO<sub>2</sub>), enhancing property values, providing wildlife habitat, improving health and wellbeing, improving learning and concentration, and providing aesthetic benefits. Menasha's current street trees provide nearly \$300,000 in benefits each year to the community. CN's gift will increase diversity of the city's tree inventory, helping protect our investment from disease. The value of the new trees to the community will increase by at least 5% over the next 10 years. Upon planting a typical tree provides \$5 in value, increasing to \$250 at the midpoint of its life, and \$400 per year at maturity.

Dedication of the first tree, will occur on August 8<sup>th</sup> at 6PM in Smith Park near the Wisconsin Central Caboose. The first group of 30 trees along Lopas Street will be planted following the dedication.