



CONTACT: Christopher B. Smith
314-443-0832 phone
christopher.smith@fleishman.com

MEDIA ADVISORY

FOREST RELEAF ENRICHES COMMUNITY, LOCAL PARK THROUGH TREE PLANTING PROJECT

On April 17th, Forest ReLeaf of Missouri, winner of the state's 2010 Missouri Arbor Award of Excellence, will continue its efforts to enrich communities in the region by partnering with Schlafly Bottleworks, the Schlafly Taproom and the St. Louis Forestry Division to plant trees at Busche Park in north St. Louis. The purpose of this planting project is to help increase the City's urban tree canopy.

In 2010, Forest ReLeaf, in partnership with the Missouri Department of Conservation, commissioned a study to measure the existing urban tree canopy in St. Louis City and approximately 30 square miles of St. Louis County. The goal of the assessment, the first of its kind in St. Louis, was to identify the region's capacity for new tree plantings, especially in under-served communities.

Studies have demonstrated that trees help beautify our communities, clean our air and water and provide economic benefits by increasing property values, attracting new businesses and enhancing tourism. The economic value of the tree canopy assessed by Forest ReLeaf is estimated at more than \$70 million.

When: Sunday, April 17, 2011; 2:30-4:00 p.m.

What: A neighborhood Tree Planting Project that will increase the tree canopy in a 6.2 acre north St. Louis park from 10 to 25 percent. The young trees to be planted include red buds, oaks and pines.

Where: Busche Park – located at the corner of N. Broadway and Calvary Rd., St. Louis

Who: Friends and employees of Forest ReLeaf, Schlafly Bottleworks, Schlafly Taproom and the St. Louis Forestry Division will partner their efforts to improve North St. Louis' Busche Park park by planting trees provided by Forest ReLeaf of Missouri.

(Directions and map are attached)

Background: Forest ReLeaf of Missouri is a St. Louis-based, regional nonprofit organization founded in 1993. Recently awarded the Missouri Arbor Award of Excellence by the Missouri Department of Conservation and Missouri Community Forestry Council, the organization continues to guide and inspire volunteer efforts in planting and caring for community trees and forests, particularly those in cities and towns. Forest ReLeaf has facilitated the planting of more than 100,000 trees throughout Missouri and surrounding communities. In partnership with the Missouri Department of Conservation, Forest ReLeaf administers the Missouri *Forestkeepers Network*, a statewide volunteer effort aimed at conserving, sustaining and enhancing Missouri's trees and forests. To learn more visit www.moreleaf.org and www.forestkeepers.org.

Directions to Busche Park 7401 N. Broadway St. Louis, MO 63147

from downtown St. Louis

- I-70W toward Kansas City (4.3 mi.)
- Exit 246A, N. Broadway (0.1 mi.)
- Slight left onto N. Broadway (1.1 mi.)
- 7401 N. Broadway on left (near intersection of Calvary Rd.)

from Lambert International Airport

- I-70E toward St. Louis (9.4 mi.)
- Exit 246A toward O'Fallon Park (0.2 mi.)
- Turn slight left to take the ramp to N. Broadway (0.02 mi)
- Left onto Carrie Avenue (0.1 mi.)
- Turn left onto N. Broadway (1.0 mi.)
- 7401 N. Broadway on left (near intersection of Calvary Rd.)

