



CITY OF CARLSBAD ARBOR DAY FOUNDATION TREE CITY NEW MEXICO ADVISORY BOARD

Contact: Luis Renteria, City Parks & Recreation Superintendent
575-885-6262

PRESS RELEASE

Planting of trees at Riverview Park (1061 Mission Avenue) to celebrate Arbor Day, March 21, 2017 at 5:00 pm

The City of Carlsbad is part of the nationwide effort to increase the awareness of community forestry.

Carlsbad, New Mexico – 21 March 2017 – The Carlsbad Arbor Day Foundation Tree City New Mexico Advisory Board will be planting Live oak trees as part of Arbor Day.

The City of Carlsbad has been nationally recognized as a Tree City USA for their dedication and participation in the Arbor Day Foundation's Tree City USA program. The City has achieved this recognition by meeting the four core standards; maintaining a tree board, having a community tree ordinance, spending at least \$2 per capita on urban forestry and celebrating Arbor Day.

Arbor Day is a national holiday that is celebrated by individuals and groups by planting trees. The first Arbor Day was celebrated in Nebraska on April 10, 1872. J. Sterling Morton, a pioneer and journalist championed the idea of a "tree planting" holiday in the Nebraska Territory. It is estimated that Nebraskans planted over 1 million trees that first Arbor Day. The City of Carlsbad has celebrated Arbor Day since 2010. Recognizing the importance and value of trees, the City of Carlsbad invites you to help celebrate Arbor Day.

The Arbor Day Foundation Tree City New Mexico Advisory Board works on improving ordinances that emphasize the value of tree resources and the importance of sustainable tree management. The Board strives to improve our community through the many benefits that trees provide. The simple act of tree planting exposes youth and adults to a hands-on sustainable development practice. Individuals witness a change being made for the communities they live in and research shows that consumers respond positively to shopping environments with healthy urban forests. In addition to the visual impact of trees, tree canopies and root systems provide a natural filter to our water supply and reduce storm water runoff, flooding and erosion. These are just some of the many benefits trees provide for our communities.

If you have questions or comments, call 575.885.6262 during office hours, 7 a.m. to 4 p.m., visit <http://cityofcarlsbadnm.com> or email lcrenteria@cityofcarlsbadnm.com

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