



• ➤ **KEY PLAYERS** ➤ •

FRIENDS OF TREES...

The mission of Friends of Trees is to bring people in the Portland-Vancouver metro area together to plant and care for city trees and green spaces. Through its Neighborhood Trees program, homeowners buy discounted trees to plant with their neighbors at weekend plantings. Since 1989, Friends of Trees has planted more than 390,000 trees and native plants. It's been contracted by the City of Portland Bureau of Environmental Services to plant a total of 16,000 street trees throughout East Portland neighborhoods over the next three years.

FriendsofTrees.org

CITY OF PORTLAND BUREAU OF ENVIRONMENTAL SERVICES

The City of Portland Bureau of Environmental Services (BES) provides City of Portland residents with clean river programs, including water quality protection, wastewater collection and treatment, and sewer installation. It has developed Portland's Grey to Green initiative, which is expanding the city's green infrastructure to sustainably manage stormwater runoff, along with many other projects. BES has contracted FOT to spearhead the city's tree planting effort.

PortlandOnline.com/BES/

FRANK CREATIVE

Frank Creative is a 10-year old marketing and communications shop in Portland, Oregon. It's a resource for integrated marketing, media, and creative strategies for print, broadcast, retail and the Internet. Frank specializes in helping brands reach and connect with socially conscious consumers who live active, outdoor lifestyles. Current and former clients include Independent Fabrications, Teva, Timberland, O'Neill, Spyder, Girls, Inc. of Northwest Oregon, and the Oregon Woodland Co-op. Frank Creative conceived and implemented the Plant It Portland! campaign.

FrankCreative.com

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AMY RUPPEL

Amy was born and raised in the Kettle Moraine woods of Wisconsin near the Mammoth Ice Age Center. She drew plants and comics, dug up fossils and went for endless forest walks among all her forest friends. Her love for nature and science led her to an art and illustration career, and to the Pacific Northwest. She has since worked with Target, Converse, Burton Snowboards and many more fun companies. Amy was engaged by Frank Creative to illustrate the fun and whimsical characters used in the Plant It Portland! campaign.

AmyRuppel.com

THE MANIMALHOUSE

The Manimalhouse draws inspiration from the music of the great city of New Orleans, the most positive aspects of Hip-Hop culture, and every flavor of funk and soul music. Its goal is to combine these influences to create a musical experience that leaves everyone in the room feeling better than they did before the music began. Upwards of 10 different members of The Manimalhouse contributed to the catchy Plant It Portland! song by writing the music and spending the day performing at Portland's Jackpot Studio. The Plant It Portland! song can be heard on select radio stations and on the Friends of Trees website.

Manimalhouse.com

