



• **MONEY GROWS ON TREES IN PORTLAND NEIGHBORHOODS** •

FRIENDS OF TREES URGES PORTLAND HOMEOWNERS TO PLANT STREET TREES, CITING FOUR KEY BENEFITS

PORTLAND, Ore. – It turns out, money does grow on trees! It's just one of the many benefits of trees being touted in the newly unveiled Plant It Portland! campaign, a call to action for Portland homeowners, courtesy of Friends of Trees.

Friends of Trees (FOT) has been contracted by the City of Portland Bureau of Environmental Services to spearhead the city's tree planting effort and has been charged with planting a total of 16,000 street trees throughout East Portland neighborhoods over the next three years. FOT is looking to plant 5,200 trees in Portland this season alone, 60 percent more than last year.

In an effort to bring awareness to the need for street trees, FOT developed the Plant It Portland! campaign. Through whimsical graphics and grassroots efforts – including yard signs, door hangers and community outreach – the Plant It Portland! campaign imparts to homeowners a sense of civic duty and encourages action during the tree-planting season.

The campaign highlights four key benefits that "grow" on trees: better health, energy conservation, a safer community, and – as previously mentioned – money. True, it's not in the form of legal tender, but planting street and yard trees can add up to \$7,000 to the value of a home; in today's housing market, that can make a big difference.

Most important to the City of Portland, trees reduce stormwater runoff, which occurs when impervious surfaces like driveways, sidewalks and streets prevent stormwater runoff from naturally soaking into the ground. The runoff can pick up debris, chemicals, dirt and other pollutants and flow into a storm sewer system or directly into a body of water. Trees act as mini-reservoirs, intercepting and holding rain on leaves, branches and bark, increasing infiltration and storage of rainwater through the tree's root system, and reducing soil erosion by slowing rainfall before it strikes the soil.



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FOT teamed up with local marketing firm Frank Creative on the Plant It Portland! concept and hired Portland artist Amy Ruppel to design the illustrations. The graphics are best described as playful, with smiling trees, colorful neighborhoods and friendly characters; Portland landmarks are sprinkled throughout. Frank Creative is partnering with local businesses in the targeted neighborhoods to help spread the word.

Although the planting season doesn't begin until early-December, homeowners are encouraged to buy their trees now for greater selection. Trees range in price from \$35 to \$75, which includes the wholesale price of the tree, delivery, hole digging, planting assistance, stakes, and follow-up maintenance checks. Perhaps most important, FOT ensures the homeowner plants the right tree in the right place.

Tree plantings are already scheduled in 56 neighborhoods around the city. For a schedule or additional information, contact FOT at 503-282-8846 or visit FriendsofTrees.org.

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