



MEDIA ALERT

FOR IMMEDIATE RELEASE
July 2, 2014

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Stumptown eyes tree hug world record—again

Who: All are welcome to join 1,000-2,000+ tree-huggers organized by Hoyt Arboretum Friends, Treecology, Portland Parks and Recreation Urban Forestry division, Friends of Trees and Ascending the Giants.

What: An attempt to set a new Guinness World Record for the largest gathering of simultaneous tree huggers. This is the second annual Hug a Tree at Hoyt event, with festivities including live music, games and raffles.

When: Saturday, July 12 at 2 p.m.

Where: Hoyt Arboretum, near the intersection of SW Kingston Ave and SW Knights Boulevard. Take the Max train to the Washington Park stop or use free bus shuttle on Trimet's 83 line.

Why: Portlanders love trees—and they want to show it. Last year, attendees set the Guinness World Record with 936 tree-huggers at Hoyt Arboretum. This year, more than 2,000 huggers are needed to top a recent attempt to break the record in Nepal.

Registration:

Tree-huggers are asked to register at bit.ly/HoytHug2014. Participants will receive a coupon for a free beverage from one of several local participating breweries.

For more information, contact:

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About Hoyt Arboretum

Hoyt Arboretum is Portland's museum of living trees. Located on 187 ridge-top acres in Washington Park and accessible by 12 miles of hiking trails, more than 6,000 plants from around the world grow at Hoyt Arboretum, including more than 2,000 species. Hoyt Arboretum Friends is a membership-based, nonprofit organization working in partnership with Portland Parks & Recreation to maintain and improve Hoyt Arboretum and its collection for all people through advocacy, resources, awareness and education. www.hoyt Arboretum.org

About Friends of Trees

Friends of Trees empowers people to improve the natural world around them through a simple solution: plant a tree. Together. FoT operates in Portland, Vancouver, Eugene, Salem and surrounding areas. Through its Green Space Initiative, trained crew leaders guide volunteers at weekend events to restore green spaces. The Neighborhood Trees program provides homeowners with discounted trees to plant at their homes with their neighbors. www.friendsoftrees.org