



## **Cornell University Chosen to Celebrate Tree Campus USA Milestone; Students, Volunteers, Plant 50 Trees on Campus**

**Ithaca, N.Y. (Oct. 22, 2009)** – To commemorate the one-year anniversary of the Tree Campus USA program, the Arbor Day Foundation and Toyota teamed up with students and volunteers from Cornell University to plant trees on the Ithaca campus.

Cornell University was recognized as a Tree Campus USA for 2009, the second year of the program. In the fall of 2008, the Arbor Day Foundation began Tree Campus USA to recognize colleges and universities that practice sound campus forestry. The aim of the program is to honor college campuses and the leaders of surrounding communities for promoting healthy urban forest management and engaging the campus community in environmental stewardship.

Since its inception, Tree Campus USA has been supported by a total of \$1.3 million in grants from Toyota.

As a way of celebrating the first-year of Tree Campus USA, the Arbor Day Foundation and Toyota are holding tree-planting events on five college campuses this fall. In addition to Cornell University, Tree Campus USA tree-planting events will be held at Duke University, the University of Maryland, Tulane University and the University of Washington.

Cornell's Tree Campus USA tree-planting event is part of Campus Sustainability Day on the university's campus.

During the event, Cornell students and volunteers in the community planted 50 trees in the Arts Quad, home of the College of Arts and Sciences and the College of Architecture,

Art and Planning. These trees will provide shade for students, slow and reduce storm water runoff, and add beauty to the campus.

“We applaud Cornell University’s commitment to improving the urban forest on its campus, and for demonstrating to students why it is so important to plant trees,” said John Rosenow, chief executive and founder of the nonprofit Arbor Day Foundation. “By striving to follow best tree-care practices and encouraging students to plant trees on campus, Cornell University is helping the next generation learn first-hand the importance of giving back to the earth.”

In order to become a Tree Campus USA community, schools are required to meet five core standards of tree care and community engagement. Those standards are: Establishing a campus tree advisory committee; evidence of a campus tree-care plan; verification of dedicated annual expenditures on the campus tree plan; involvement in an Arbor Day observance; and the institution of a service-learning project aimed at engaging the student body.

Cornell University was the first Ivy League institution and the second college or university in the state of New York to be recognized as a Tree Campus USA.

“Investing in the university’s green infrastructure by planting trees is one of the simplest, yet profoundly significant actions the university can take to celebrate Campus Sustainability Day,” said David Cutter, landscape architect at Cornell University. “The trees we plant today provide immediate gratification by enhancing the aesthetics and quality of life for our students, visitors and campus community. However, we are also bestowing a legacy of environmental benefits through the annual contributions these trees provide to improving air quality, reducing storm water runoff and energy use, and supporting the university’s Climate Action Plan.”

“Toyota has been a proud partner of the Arbor Day Foundation since 2001,” said Patricia Pineda, group vice president of Toyota Motor North America. “The success of the first

year of Tree Campus USA truly shows how the program is meeting the needs of the next generation of environmental stewards.”

More information about the Tree Campus USA program is available at [www.arborday.org/TreeCampusUSA](http://www.arborday.org/TreeCampusUSA).

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**About the Arbor Day Foundation:** The Arbor Day Foundation is a nonprofit conservation organization of nearly one million members, with a mission to inspire people to plant, nurture, and celebrate trees. More information on the Foundation and its programs can be found at [arborday.org](http://arborday.org).

**About Toyota**

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants. Toyota is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed more than \$464 million to philanthropic programs in the U.S.

For more information on Toyota's commitment to improving communities nationwide, visit [www.toyota.com/community](http://www.toyota.com/community).

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