**FOR IMMEDIATE RELEASE**

[Utility Provider] Contact:

[Name]

[Phone]

[Email]

Arbor Day Foundation Contact:

Jeff Salem

Arbor Day Foundation

402-473-2024

[jsalem@arborday.org](mailto:jsalem@arborday.org)

[Utility Provider] is Offering XX [Free/Discounted] Trees to

Customers Through Energy-Saving Trees Program

*The Arbor Day Foundation program helps utility providers distribute [free/discounted] trees to their customers and the knowledge of where best to plant them*

[CITY], [State] (Date) – Starting today [Utility Provider] is providing XX [free/discounted] trees for customers to reserve and pick up.

The Arbor Day Foundation is the world’s largest membership nonprofit dedicated to planting trees. Its Energy-Saving Trees program helps utility providers distribute free trees to their customers, while providing the knowledge of where best to plant them.

[Utility Provider] customers can reserve their free trees at [WEBSITE]. The “Energy-Saving Trees” online tool shares the annual energy savings that will result from planting trees in the most strategic location near customers’ homes or businesses. Customers can reserve up to [X] trees and plant them in the most strategic area as identified by the online mapping tool. The program will continue until all # trees are reserved. Trees will be delivered directly to customers at an ideal time for planting.

“This program enables utility providers an opportunity to become directly involved with their communities,” said Kristen Bousquet, program manager at the Arbor Day Foundation. “This unique program benefits utility providers, their customers and the communities they serve by finding natural ways to conserve energy. The right trees in the right place can help a homeowner save up to 30 percent on their electric bill.”

The online tool was created by the Arbor Day Foundation and the Davey Institute, a division of Davey Tree Expert Co., and uses peer-reviewed scientific research from the USDA Forest Service’s i-Tree software to calculate estimated environmental benefits. In addition to providing approximate energy savings, the tool estimates the trees’ other benefits, including cleaner air, reduced carbon emissions and filtered storm water.

**About the Arbor Day Foundation**

Founded in 1972, the Arbor Day Foundation is the world’s largest membership nonprofit organization dedicated to planting trees. With a focus in communities and forests of greatest need, the Foundation — alongside its more than 1 million members, supporters and valued partners — has helped to plant nearly 500 million trees in more than 50 countries. Guided by its mission to inspire people to plant, nurture and celebrate trees, the Arbor Day Foundation is committed to unlocking the power of trees to help solve critical issues facing people and the planet. Learn more about the impact of the Arbor Day Foundation at [arborday.org](http://www.arborday.org/).

# # #