lew of Tree City USA application forms, as many towns and cities of every size can qualify. Tree City USA application forms are available from your state forester, the Arbor Day Foundation at arborday.org/volunteer, or your state forester, or the Arbor Day Foundation.

THE TREE CITY USA PROGRAM IS SPONSORED BY THE Arbor Day Foundation in cooperation with the U.S. Forest Service and National Association of State Foresters. To achieve the national recognition of being named a Tree City USA, a town or city must meet four standards:

- Standard 1: A Tree Board or Department
- Standard 2: A Tree-Care Ordinance
- Standard 3: A Community Forestry Program with an Annual Budget of at least $2 Per Capita
- Standard 4: An Arbor Day Observation and Proclamation

Each recognized community receives a Tree City USA flag, plaque, and community entrance signs. Towns and cities of every size can qualify. Tree City USA application forms are available from your state forester, Arbor Day Foundation, or your city or state forestry agency.

For more information on topics included in this issue, please visit arborday.org/bulletins.

TREE CITY USA BULLETIN ORDER FORM

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<tr>
<th>Name</th>
<th>Organization</th>
<th>Address</th>
<th>City</th>
<th>State</th>
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For a complete list of Tree City USA Bulletins, visit arborday.org.

1. How to Prune Young Trees .... 1
2. When to Trim Birds .... 2
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10. Plant Trees to Attract ... 10

--- Tree City USA Annual Report
TOTALS: $ 

Annual Friends of Tree City USA Membership .... $15.00
Tree City USA Bulletin 3-Ring Binder .... $5.00
TOTAL PAYMENT .... $ 

Order Tree City USA Bulletins online at arborday.org or send this form and payment to Arbor Day Foundation • 211 N. 12th Street • Lincoln, NE 68508 888-446-7327 (Make checks payable to Arbor Day Foundation)

--- Tree City USA Bulletin ORDER FORM


PHOTOS COURTESY OF: James Kellogg, TreePeople Staff Photographer (page 5), Alex Jones (page 6).

ON OTHER SOURCES OF INFORMATION

None of the examples in this bulletin would be possible without the dedication and generosity of volunteers. According to the U.S. Department of Labor, about 63 million Americans volunteer each year to serve in or through some organization. Although the statistics do not show what percent of this donated time and energy is related to urban forestry, we do know that those individuals are providing an essential service. Given the number of Tree City USA communities alone, there are more than 24,000 people serving on tree boards. These are the people guiding policy and advocating for trees in their communities. We also know that the approximately 200 organizations within the Alliance for Community Trees have contributed more than 11 million volunteer hours since the Alliance for Community Trees was formed in 1993. These individuals have planted more than 15 million trees and made a powerful impact on education about trees in their communities.

FIND VOLUNTEER OPPORTUNITIES ONLINE – AND MORE

Get involved! Let the Arbor Day Foundation help you find volunteer opportunities in your area. Visit arborday.org/volunteer to see what local organizations may be in need of help. The online Volunteer Center offers a way for those needing volunteers to list openings and for volunteers to sign up. Also, you can use arborday.org/volunteer-center to find contact information for the urban and community forestry coordinator in your state. For information related to this issue of Tree City USA Bulletin, please visit arborday.org/bulletins.

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FROM THE INCEPTION OF THIS PROGRAM, THE ADVERTISING COUNCIL HAS PROVIDED VALUABLE ENDORSEMENTS. EVERY SIX TO 12 MONTHS, THE FOUNDATION’S PSAS ARE DISTRIBUTED TO MAJOR TELEVISON NETWORKS AND TV AND RADIO STATIONS. THE MASS MEDIA GENEROUSLY DONATES TIME AND SPACE AT A TOTAL VALUE IN THE MILLIONS OF DOLLARS.

The result of these partnerships has captured the attention of millions of people who have planted literally tens of millions of trees. The PSAs reach a vast audience, casting the seeds of awareness and inspiring people to plant and care for trees. Ultimately, it is through the work of individuals that trees make a world of difference. This issue of Tree City USA Bulletin features examples of individual actions that serve as a source of ideas and inspiration to others.

Awareness of a need is the first step toward action to meet that need. Public service announcements are a key to public awareness, but only citizen action can transform the message into a world with more trees.

An idea is like a seed blowing in the wind until the perfect place is found for it to take root and grow. At the Arbor Day Foundation, public service announcements (PSAs) are used to send ideas into the homes of millions of Americans. Through the years, the themes have been Plant Trees for America, Tree City USA, Conservation Trees, Rain Forest Rescue, Replanting Our National Forests, and Trees Make a World of Difference. Popular personalities have donated their time and talents to effectively deliver the messages — spokespersons such as John Denver, Charlton Heston, Lloyd Bridges, Sarah Purcell, Dorothy McGuire, Eddie Albert, James Earl Jones, and Tim Allen.

From the inception of this program, the Advertising Council has provided valuable endorsements. Every six to 12 months, the Foundation’s PSAs are distributed to major television networks and TV and radio stations. The mass media generously donates time and space at a total value in the millions of dollars.

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