



PRESS RELEASE

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For Immediate Release

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Arbor Day Foundation Names New Berlin Tree City USA®

New Berlin, WI was named a 2013 *Tree City USA* by the Arbor Day Foundation in honor of its commitment to effective urban forest management. This is the twelfth year New Berlin has earned the national designation. In addition, the community also received a *Tree City USA Growth Award* for demonstrating environmental improvement and a higher level of tree care.

Mayor Dave Ament stated in response to the recognition, "I would like to extend a special thanks to Paul Fliss, our City Forester, for his initiative and dedication, as well as all our Parks crew for their increased due diligence to tree care. It is through their efforts that the City was able to earn the additional honor of the Tree City USA Growth Award. New Berlin has always placed a high priority on the environment and has always recognized the important role trees play in the quality of life for both current and future generations."

New Berlin achieved Tree City USA recognition by meeting the program's four requirements: a tree board or department, a tree-care ordinance, an annual community forestry budget of at least \$2 per capita and an Arbor Day observance and proclamation. The Tree City USA program is sponsored by the Arbor Day Foundation, in partnership with the U.S. Forest Service and the National Association of State Foresters.

"Everyone benefits when elected officials, volunteers and committed citizens in communities like New Berlin make smart investments in urban forests," said John Rosenow, founder and chief executive of the Arbor Day Foundation. "Trees bring shade to our homes and beauty to our neighborhoods, along with numerous economic, social and environmental benefits."

Cleaner air, improved storm water management, energy savings and increase property values and commercial activity are among the benefits enjoyed by Tree City USA communities.

More information on the program is available at www.arborday.org/TreeCityUSA

About the Arbor Day Foundation: The Arbor Day Foundation is a nonprofit conservation and education organization of one million members, with the mission to inspire people to plant, nurture and celebrate trees.

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Cc: Aldermen
Media