

Branch News

The Million Trees LA E-Newsletter



Issue II

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**THANK YOU TO THE
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Million Trees LA Pushes Forth on Third Year

It was two years ago in late September when Mayor Antonio Villaraigosa launched Million Trees LA by planting a tree at Hazard Park in East Los Angeles. Since then, Million Trees LA added thousands more trees to the urban landscape, while engaging residents, promoting green jobs, and educating the youth about the environment.

We have come far since 2006. As of Million Trees LA's second year anniversary, Angelenos have planted more than 167,700. We look forward to more plantings as the greening season picks up this fall!

Greening Locally and Globally

As we work slowly and surely towards our goal of planting one million trees here at home in Los Angeles, do you realize that we are also part of a global push to reforest the earth?

Los Angeles, through Million Trees LA, is the latest U.S. city to join the United Nation's Billion Tree Campaign. As part of this global effort, our newly planted trees here in Los Angeles will be counted towards U.N.'s push to plant seven billion trees around the world by the end of 2009. Isn't it amazing to know that our hard work here at home translates to an even bigger, worldwide endeavor?

U.N.'s Billion Tree Campaign was launched in 2006, and was inspired by the Nobel Peace Prize Laureate Dr. Wangari Maathai who said, "When we plant trees, we plant the seeds of peace and seeds of hope."

Her words have enthused people from all over the world to cross geographic and cultural boundaries and be part of the cause to preserve our common home. Today, only two years since the call to action, more than 2.3 billion trees have been planted and counted toward our global greening goal.



The next time you pick up that shovel and plant a new tree, remember how you are not only growing L.A.'s urban forest, but taking part in a greater worldwide cause to help our planet. Keep greening, keep planting, and make sure you make your tree count by visiting www.milliontreesla.org or calling 3-1-1. Our trees here in L.A. truly "mean the world!"



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**MILLION TREES LA
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"The Billion Tree Campaign is growing from height to height. With the contribution of Mayor Antonio Villaraigosa, the City of Los Angeles, and its diverse multi-ethnic population, the UN hopes to have one million more trees planted worldwide.

Trees have universal appeal. Trees are a physical expression of life. I believe that Million Trees LA will continue to mobilize all spheres of society in your lively city and hope that your example will be followed by other cities in the United States."

Meryem Amar
Billion Tree Campaign
United Nations Environment Programme

American Express Root for our City Challenge

Million Trees LA is participating in the American Express Root for Our City Challenge, an initiative to help make eight U.S. cities cleaner, greener and more beautiful. American Express is committing \$1 million toward tree planting projects across the United States, and is encouraging the local community to participate in helping Los Angeles secure the largest portion of the grant money. Other participating cities include Atlanta, Boston, Chicago, Miami, New York, San Francisco and Washington D.C.



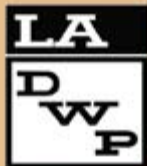
As of October 15th Los Angeles is the leading city in the campaign. American Express card holders can help to keep Los Angeles number one by voting for our city. From now through October 31st, simply make an American Express credit purchase at a participating merchant displaying the Root for Our City tree logo.

LA INC., the Los Angeles Convention and Visitors Bureau commissioned more than 200 local merchants to "Root for LA." For a complete list of participating Los Angeles merchants, visit <http://www.discoverlosangeles.com/visitors/green-la> or [click here](#).

2008 Environmental Youth Conference

Mark those calendars and don't miss out on the 2008 Environmental Youth Conference on December 13th at the Los Angeles Convention Center!

Last year's was exciting with Mayor Antonio Villaraigosa, Tyrese Gibson, Wilmer Valderrama and celebrities from the Disney Channel joining in the festivities and environmental education of more than 3,500 of L.A.'s youth. All were excited to be part of our



EnvironmentLA



MILLION TREES LA

Environmental Youth Conference – the first and only event of its kind in the west coast! Now, you get another chance to be part of it! Round up your friends, classmates and neighbors today and get ready to “Get Your Green On!” with more surprise guests and twice as much youth on December 13th. [Click here](#) for a copy of the event flyer.

If you are interested in taking a more active role as either a presenter in this conference, or by showcasing your green youth project in a poster session, send an email to Haco.Hoang@lacity.org by October 31st, 12 noon. Please include the following information:

- Youth presenter's name, age, school/organizational affiliation, email address and phone number;
- Brief description (1-2 paragraphs) of your environmental project (in the City of Los Angeles) that you would like to present on a panel or in a poster session;



Remember that this year's topics will focus on water conservation, tree plantings/urban forestry and eco-consumerism, but other environmental projects are welcome.

Act now as spaces are limited!

Grants for Green Youth Projects

Calling all youth environmental activists! Have you completed a tree planting project in your Los Angeles school, community or neighborhood within the previous year? Are you looking to do another one soon? If so and you are looking for funds to help you with your project within the City of Los Angeles, you just might be eligible for a Million Trees LA youth grant.

Million Trees LA wants to celebrate youth-led urban forestry projects and promote youth environmental activism by offering grants of up to \$1,000 each to help youth greening projects within our city. Submit your grant proposal by November 14th at 5 p.m. If you are selected, your grant will be presented at the 2008 Environmental Youth Conference, and you can tell the thousands of other young Angelenos how YOU “Get Your Green On!”



For complete details on proposal requirements and deadlines, click

PLANTING PARTNERS



here.

Signature Projects

BALBOA BOULEVARD SIGNATURE PROJECT

Another MTLA signature planting project was completed, this time along Balboa Boulevard, a major San Fernando Valley transportation corridor. The area received 78 street trees of various species, such as crape myrtle, sweet shade, ginkgo and atlas cedar, that will help clean the air of carbon emissions from vehicles that travel through the boulevard. The project will benefit area residents and students that go to Birmingham High School, Mulholland Middle School, the West Valley Special Education Center, and the Hi Tech High School.



The Balboa Boulevard signature project was made possible by the collaborative effort of MTLA, the Air Quality Management District (AQMD), and the Los Angeles Conservation Corps.

JEFFERSON BOULEVARD SIGNATURE PROJECT

As part of the Mayor's South Los Angeles Day of Service on September 20th, 47 more trees were planted in the South Los Angeles area, particularly along Jefferson Boulevard from Crenshaw Boulevard to Hillcrest Drive. Thank you to all our volunteers that helped green the neighborhood!

The partnership of MTLA, AQMD and the Koreatown Youth and Community Center is responsible for the Jefferson Boulevard signature project.

Their Own "Green Team"

Some neighborhood groups are getting creative and resourceful as they do their share of tree plantings and beautification in the City.

A group of Westwood residents that call themselves the "Green Team" recently volunteered their time to beautify the residential block of Kinnard Avenue between Pandora and Thayer Avenues. They used available public and private non-profit resources through TreePeople, Los Angeles Conservation Corps, City of Los Angeles, Department of Public Works, the Westwood Homeowners

Association, and ongoing assistance from Councilman Jack Weiss's Office. The project included dead tree and stump removal, site and tree species selection and management, pothole repair, rewiring and painting of the historic circa 1928 streetlights, training of citizen foresters, and the planting of twenty new parkway trees complementing existing species.

Steven Porter, a "Green Team" member and a thirty year homeowner on Kinnard said, "It's amazing what can be accomplished with available public and non-profit resources when neighbors on a small street join hands to improve one city block. This approach could easily be replicated throughout the city with existing municipal resources. The greening of LA's parkways can be done one block at a time. This project could not have succeeded without the citizen forestry training provided by the TreePeople and the able assistance of the Urban Forestry Division that coordinated planting by the talented and hard working LA Conservations Corps."

To find some resources to help green your neighborhood, call (213) 473-9950 or visit www.milliontreesla.org.

In and Around The Community



MTLA salutes its corporate partner Shell Oil for its ongoing support of the urban forest by hosting community tree plantings across the Los Angeles region.



Join MTLA in welcoming Thomas Shoots, urban forester and the new Los Angeles representative from the State of California Department of Forestry and Fire Protection. We look forward to working with you, Thomas!

This message was sent to by:

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