



Mayor Keith Weiss
88184 8th Street
Veneta, OR 97487

Dear Tree City USA Supporter,



On behalf of the Arbor Day Foundation, I write to congratulate Veneta on earning recognition as a 2020 Tree City USA. Residents of Veneta should be proud to live in a community that makes the planting and care of trees a priority.

Veneta is one of more than 3,600 Tree City USA communities, with a combined population of 155 million. 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.

If ever there was a time for trees, now is that time. Communities worldwide are facing issues with air quality, water resources, personal health and well-being, and energy use. Veneta is stepping up to do its part. As a result of your commitment to effective urban forest management, you are helping to provide a solution to these challenges.

We hope you are excited to share this accomplishment. Enclosed in this packet is a press release for your convenience as you prepare to contact local media and the public.

State foresters coordinate the presentation of the Tree City USA recognition materials. We will forward information about your awards to your state forester's office to facilitate presentation. It would be especially appropriate to make the Tree City USA award a part of your community's Arbor Day ceremony.

Again, we celebrate your commitment to the people and trees of Veneta and thank you for helping to create a healthier planet for all of us.

Best Regards,

A handwritten signature in black ink, appearing to read "D. Lambe".

Dan Lambe
President

cc: Evan MacKenzie

enclosure

For more information, contact:
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FOR IMMEDIATE RELEASE:

Arbor Day Foundation Names Veneta Tree City USA®

Lincoln, Neb. (February 17, 2021) Veneta, Oregon, was named a 2020 Tree City USA® by the Arbor Day Foundation in honor of its commitment to effective urban forest management.

Veneta 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.

"Tree City USA communities see the impact an urban forest has in a community first hand," said Dan Lambe, president of the Arbor Day Foundation. "The trees being planted and cared for by Veneta are ensuring that generations to come will enjoy a better quality of life. Additionally, participation in this program brings residents together and creates a sense of civic pride, whether it's through volunteer engagement or public education."

If ever there was a time for trees, now is that time. Communities worldwide are facing issues with air quality, water resources, personal health and well-being, energy use, and protection from extreme heat and flooding. The Arbor Day Foundation recently launched the *Time for Trees* initiative to address these issues, with unprecedented goals of planting 100 million trees in forests and communities and inspiring 5 million tree planters by 2022. With Tree City USA recognition, Veneta has demonstrated a commitment to effective urban forest management and doing its part to help address these challenges for Veneta residents now and in the future.

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

About the Arbor Day Foundation: The Arbor Day Foundation is a million member nonprofit conservation and education organization with the mission to inspire people to plant, nurture, and celebrate trees. More information is available at arborday.org.