



*A volunteer organization working to conserve and enhance  
the beauty and ecology of our community  
through public and private cooperation.*

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# News Release

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**For Immediate Release**

## **Greensboro Beautiful Receives \$10,000 Grant from The UPS Foundation**

Greensboro – Greensboro Beautiful, Inc., a non-profit, volunteer organization, recently received a \$10,000 grant from The UPS Foundation, the charitable arm of UPS. The grant will be used to fund this year's NeighborWoods Community Tree Planting program.

The purpose of the program is to educate the community on the importance of trees and the role they play in improving air and water quality; reducing energy costs; increasing real estate values; providing wildlife habitat; and creating opportunities for residents to relax and enjoy nature. "Our trees help to define Greensboro and improve the quality of life throughout our community. We are extremely excited about The UPS Foundation's support of this important program," says Mike Cusimano, Urban Forester for the City of Greensboro.

The City of Greensboro, in collaboration with Greensboro Beautiful, the NC Cooperative Extension Service in Guilford County and the Greater Kirkwood Neighborhood Association will conduct the 2011 NeighborWoods Tree Planting Program on Saturday, November 5<sup>th</sup>. More than 150 volunteers including Boy and Girl Scout troops, students, residents, and church groups will be present to plant trees throughout the Kirkwood neighborhood to help restore tree cover lost during storms and development.

Development and implementation of this year's program includes the collaborative efforts of Greensboro Beautiful; the following City of Greensboro Departments: Planning, Parks & Recreation, Water Resources, and Field Operations; the Kirkwood Neighborhood Association; and the NC Cooperative Extension Service in Guilford County. Individuals, groups, clubs and organizations wishing to volunteer to help plant trees can do so by contacting Karen Markovics, Planner, at 336-412-5759 or [karen.markovics@greensboro-nc.gov](mailto:karen.markovics@greensboro-nc.gov). For more information regarding the NeighborWoods program contact Mike Cusimano, Urban Forester, at 336-373-2150.

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Established in 1951 and based in Atlanta, Ga., The UPS Foundation identifies specific areas where its backing clearly impacts social issues. In support of this strategic approach, The UPS Foundation has identified the following focus areas for giving: nonprofit effectiveness, economic and global literacy, encouraging diversity, community safety, and environmental sustainability.

In 2010, The UPS Foundation distributed more than \$44.6 million worldwide through grants that benefit organizations or programs such as Greensboro Beautiful's NeighborWoods Community Tree Planting program, and provide support for building stronger communities.

"The UPS Foundation is committed to funding impactful programs that make a meaningful difference in our communities – so we are proud to support Greensboro Beautiful's efforts to plant trees throughout the community," said Ken Sternad, president of The UPS Foundation.

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