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**FOR IMMEDIATE RELEASE**

## **THE CHICAGO TREES INITIATIVE**

January 18, 2010 – Harvard, IL – McHenry County Nursery owner Joe Beeson will be speaking as part of a panel at this year's Mid Am Show. The topic is of interest to all in the in Green Industry. Find out how the Chicago Trees Initiative is growing and how you can be a part of it, and Chicago's greener future. We invite you, welcome you and encourage you to attend!

The session is free and open to MidAm registrants. To register, go to <http://www.midam.org/Registration/registration.html>

**The Chicago Trees Initiative: A Public-Private Partnership for Urban Forestry**  
**Friday, January 22, 2010 - 10:00 am - Noon**

**Description:** Chicago has started a grass-roots effort to plant and maintain more trees throughout the City - engaging growers, landscape contractors and arborists at every step of the way. City departments and allied non-profits are working together around strategies to achieve a 20 percent average tree canopy cover by 2020. Some areas of Chicago have a current canopy cover of 4 percent, and many private property owners have long held biases against trees. Yet Chicago regards the expansion of its urban forest as crucial to combating climate change. Come learn how this initiative is effecting change, and how you can get involved. Chicago Trees Initiative will positively impact the green industry and provide a model for other municipalities to follow.

**Panelists:** planner (Aaron Durnbaugh, City of Chicago Dept. of Environment); forester (Joe McCarthy, City of Chicago Bureau of Forestry); arborist (Brian Borkowicz, The Davey Tree Expert Company); grower (Joe Beeson, Beeson's McHenry County Nursery); contractor (Eric Moore, Moore Landscapes); community advocate (Edith Makra, The Morton Arboretum)

**Moderator:** Scott Mehaffey, City of Chicago Mayor's Office

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