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MASSACHUSETTS ARBORISTS ASSOCIATION
ARBOR DAY of SERVICE

FOR IMMEDIATE RELEASE:
April 29, 2011

Contact: Shawn Shea
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508-255-1587

**Misty Hill Landscape Design and Landscapes Unlimited
to Participate in
Arbor Day of Service April 29, 2011**

North Eastham, Mass.— Arbor Day is Friday, April 29, 2011, and that's when hundreds of the state's leading arborists will team up with local community groups for the Massachusetts Arborists Association's (MAA) *Arbor Day of Service*. Elementary schools, libraries, community health centers, parks, cemeteries, and town commons across the state will benefit from professional tree care including expert tree pruning, tree planting, transplanting, fertilization, and plant health care.

"Last April, more than 40 Massachusetts communities received an estimated \$325,000 in professional arboriculture services donated by our MAA member volunteers," said Mike Maley, *Arbor Day of Service* Chairman and co-owner of Cedar Lawn Tree Service in Ashland, MA. "The tough winter we've had, coupled with deep municipal budget cuts, provide an even greater opportunity for our members to make a real difference in their own home towns this April."

Shawn Shea, James Shea of Misty Hill Landscape Design, And John Palmer of Landscapes Unlimited in Eastham, Mass. was among the first people to sign up. "Our company will be pruning trees at the Eastham Windmill Green on April 29," he said. "This will be a great way for us to give back to Eastham while other tree care companies across Massachusetts are doing the same thing in their own home town on the same day."

Since 1979, MAA members have come together annually to provide much needed tree care to non-profit sites throughout the Commonwealth. Many historically significant sites have benefited from 30 years of MAA volunteerism including The Boston Common, Pilgrim Memorial Park in Plymouth, MA, Castle Hill in Essex, MA and Minuteman National Park in Concord, MA.

For more information about the MAA's *Arbor Day of Service* on April 29, 2011 contact Shawn Shea at 508-255-1587 or the MAA at (508) 653-3320 or on the web at www.MassArbor.org.



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April 29, 2011

**Contact: Shawn Shea, President
Misty Hill Landscape Design
North Eastham, Massachusetts
(508) 255-1587 office**

**Misty Hill Landscape Design and Landscapes Unlimited
Participates in Arbor Day of Service
April 29, 2011**

WHAT: Members of the Massachusetts Arborists Association (MAA) are holding a statewide Arbor Day of Service on Friday, April 29, 2011. Professional arborists are giving back by organizing community tree care and planting projects across the state including North Eastham. For more information visit www.MassArbor.org/arborday.

WHO: Misty Hill Landscape Design and Landscapes Unlimited of North Eastham is participating in the MAA's Arbor Day of Service by providing much needed tree care at Eastham Windmill Green on Friday, April 29, 2011.

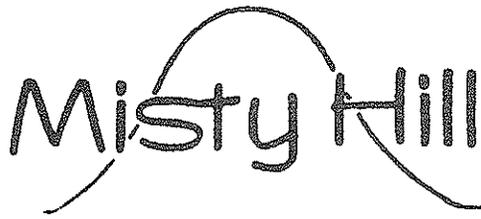
WHERE: Eastham Windmill Green, Rt 6, Eastham, MA

WHEN: MAA Arbor Day of Service volunteers will arrive on site at 8 a.m. and will donate professional tree care from 9 a.m. – 12 noon.

CONTACT: Shawn Shea – shawnshea@MistyHillLandscape.com or (508) 255-1587.

or Massachusetts Arborists Association info@massarbor.org
(508) 653-3320.

The Massachusetts Arborists Association is a professional trade organization that serves the commercial arboriculture industry. The MAA advances the goals of its members through education, certification, networking, advocacy, and research support. Consumers can learn more about the importance of proper tree care and find a local, certified arborist at www.certifiedtreeandlawn.org.



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About the MAA

The Massachusetts Arborists Association is a professional trade organization that serves the commercial arboriculture industry. The MAA advances the goals of its members through education, certification, networking, advocacy, and research support. Consumers can learn more about the importance of proper tree care and find a local, Massachusetts Certified Arborist at www.certifiedtreeandlawn.org.

Digital photographs of MAA Arbor Day activities are available upon request.



MASSACHUSETTS ARBORISTS ASSOCIATION
ARBOR DAY of SERVICE

AN INTRODUCTION

In April 2010, 200 MAA members from across the state took part in a brand new volunteer initiative called *Arbor Day of Service*. More than 40 Massachusetts communities received an estimated \$325,000 in professional arboriculture services from 52 MAA member firms. The MAA partnered with the Massachusetts Tree Wardens and Foresters Association, and other local community leaders, to identify projects that could benefit from professional tree care. Projects included tree planting, ornamental pruning and hazard tree removal at sites including town parks, elementary schools, community libraries, and playgrounds across the state. More than 2,200 volunteer hours were recorded that day.

This year, the MAA's *Arbor Day of Service* will be held on Friday, April 29, 2011 and we hope you'll be one of the tree care volunteers making a real difference in their own communities.

Make a difference by giving back

The MAA's *Arbor Day of Service* initiative spreads the spirit of generosity and awareness of proper tree care across the Commonwealth. Participating members volunteer and donate professional tree care services --- such as tree planting, ornamental pruning, and hazard tree removal --- right in their own backyards.

Everyone offers project ideas

We got the ball rolling by asking everyone to identify potential projects in their community that could benefit from professional tree care. Our goal was to gather project ideas from all 351 cities and towns in Massachusetts --- and, to date, we have nearly 100 project ideas posted. MAA members reference the listing to get ideas about potential projects for their April 29, 2011 *Arbor Day of Service* volunteer effort.

We're all in this together

Arbor Day of Service projects will run the gamut --- On April 29, hundreds of MAA member volunteers will unite across the Commonwealth and donate everything from a simple tree planting on their Town Common to a full-scale safety pruning initiative at a local Elementary school. Together, we will create awareness about the importance of proper tree care while providing much needed services in our own communities.

How do I get started?

Once you've confirmed your *Arbor Day of Service* (ADoS) project with the sponsor and have registered it with the MAA, take a few minutes to review the ADoS Toolkit and see how the material provided can help you and your project sponsor promote your community effort. You'll find easy-to-use resources like sample news releases, project checklist and FAQs to help get you started. In turn, the MAA will be promoting this statewide event through news releases, trade press coverage, and recognition at an ADoS gathering this fall (details are forthcoming).

We're here to help

If there's anything the MAA can do to help you with your ADoS project, please let us know. We greatly appreciate your involvement and look forward to celebrating your success on April 29, 2011! Contact the MAA at (508) 653-3320, via e-mail info@MassArbor.org, or via our website at www.MassArbor.org.