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NYRP FOUNDER BETTE MIDLER AND GOOD MORNING AMERICA WEATHERMAN SAM CHAMPION JOIN NEW YORK CITY HOUSING AUTHORITY, VOLUNTEERS AND STUDENTS TO PLANT TREES TO CELEBRATE ARBOR DAY

More Than 300 BNP Paribas and Toyota Employees, NYCHA Residents, Community Volunteers and Fifth Graders Green New York City Housing Authority Justice Sonia Sotomayor Houses in the Bronx

New York, April 28, 2011 – The New York Restoration Project (NYRP), in partnership with the New York City Housing Authority (NYCHA) and our lead sponsors BNP Paribas and Toyota today announced that 100 new trees will be planted at the NYCHA Justice Sonia Sotomayor Houses in the Bronx in celebration of Arbor Day.

More than 300 corporate and community volunteers, NYCHA residents and fifth graders planted trees, as well as participate in a variety of greening activities. It's all a part of MillionTreesNYC, a public-private partnership between NYRP and the New York City Department of Parks & Recreation through which one million new trees will be planted and cared for across New York City's five boroughs by 2017.

Good Morning America meteorologist Sam Champion will "champion" the day as the event emcee. Remarks by NYRP Founder and entertainer Bette Midler, NYCHA Chairman John Rhea and NYCHA Commissioner Margarita Lopez, New York City Department of Parks & Recreation Commissioner Adrian Benepe, Chief Operating Officer of BNP Paribas Larry Sobin and Group Vice-President Toyota North America Pat Pineda were part of the event.

The tree planting will began promptly at 9:30 a.m. on April 28th, and remarks, lunch and entertainment by Radio Disney's Street Team will closed out the day at 11:30 a.m.

In 2008, NYRP teamed up with the Greening of NYCHA Initiative to plant trees at NYCHA developments across the city. As a result of this partnership, 11,348 new trees have been planted at more than 129 NYCHA developments citywide. Additionally, NYRP and non-profit Trees New York are educating NYCHA residents and families on how they can adopt newly planted trees – helping to water and protect them all year long.

"It is our children who we truly honor on this – and every – Arbor Day," said John B. Rhea, NYCHA Chairman. "As the Native American proverb reminds us: 'We do not inherit the earth from our ancestors; we borrow it from our children.' At NYCHA, we are working not only to ensure that the New York we entrust to our children is more sustainable, more livable and more green, but also that NYCHA families are co-owners of this urgent and unrivaled responsibility."

Officially launched in October 2007 by the New York City Department of Parks & Recreation and New York Restoration Project, MillionTreesNYC is one of 127 goals set forth under Mayor Michael R. Bloomberg's PlaNYC, the city's sweeping, long-term sustainability blueprint. An innovative, public-private initiative, MillionTreesNYC will increase New York's urban forest by more than 20 percent, provide New Yorkers important health, environmental, social and economic benefits, and create a more sustainable urban ecosystem. To date, MillionTreesNYC has planted 440,937 new trees citywide.

"I invite New Yorkers across the city to celebrate Arbor Day everyday by planting and watering trees as part of MillionTreesNYC," said Parks & Recreation Commissioner Adrian Benepe. "We need 200,000 new trees to be planted by property and home owners to get us to our ambitious goal of one million new trees in New York City by 2017. We're asking every New Yorker to 'dig in.'"

NYRP, NYC Parks and our partners continue to celebrate this citywide tree planting and stewardship initiative throughout the month of April and beyond:

- **I'M PSA Campaign** – NYRP and NYC Parks Department launched the **I'M** public service announcement campaign to call on all New Yorkers to plant a tree this spring or support the planting of a tree in a Trees for Public Health Neighborhood by making a donation at www.milliontreesnyc.org. The **I'M** campaign was created through the pro-bono efforts of Infinia.
- **Put Down Roots Community Tree Giveaways April through May** – Sponsored by JetBlue Airways and American Express, 3,500 free trees are being distributed to homeowners in the Bronx, Brooklyn, Queens and Staten Island through May.
- **1,000 Tree Challenge** – Sponsored by AVEENO, this fundraising challenge invites New Yorkers to make a donation to MillionTreesNYC and the company will match it – helping us plant 1,000 new trees in NYC. To donate and meet the challenge, visit www.nyrp.org.
- **NYC Parks Reforestation Day on April 30th** – Underwritten by Green Mountain Energy and Con Edison's e*bill program, more than 1,500 New Yorkers will plant 20,000 trees in 11 park sites across the city.
- **One Thing That's Green Day on April 9th** – Sponsored by JetBlue Airways, more than 800 community volunteers replanted MacDonal Park in Queens, a park that lost most of its trees during the September 2010 tornadoes.
- **NYRP's Root for New York Corporate Challenge on April 21st** – More than 300 employees from some of the city's pre-eminent companies – including American Express and Deutsche Bank – planted 80 new trees in East New York.

MillionTreesNYC is generously supported by MillionTreesNYC lead sponsors – BNP Paribas, whose civic-minded dedication to environmentally responsible investments has ensured a better future for us all; and Toyota Motors North America, a valued partner now entering its fourth year as a lead sponsor of the initiative.

“BNP Paribas and Toyota have demonstrated through their commitment and leadership how New York City's corporate citizens can help us reach our million tree goal,” said Amy Freitag, NYRP executive director. “The generosity of corporations and philanthropists; new partnerships with non-profits and government agencies; and tree planting by property and home owners is vital to us reaching success with this citywide initiative. We can't do it without their support.”

For more information on MillionTreesNYC, visit www.milliontreesnyc.org.

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