



NEWS RELEASE / MEDIA ADVISORY

Wisconsin Department of Natural Resources
Office of communications – northeast Wisconsin
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DATE: Monday, April 21, 2014

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SUBJECT: Hundreds of trees arriving for another “first down”

GREEN BAY – The Green Bay Packers, anchoring a public-private partnership, continue to score points in the off season as the First Down for Trees program will donate 720 trees Tuesday to Brown County communities.

In its fourth year, the program is a cooperative effort involving the Green Bay Packers, the U.S. Forest Service, Department of Natural Resources and Wisconsin Public Service.

Initially, trees were donated to participating Brown County communities based upon the number of first downs scored by the Packers in the previous season. However, the team’s enthusiasm for greening up the county, some federal grant money and private donations have outpaced even the Packer’s famous ability to rack up first downs, said Tracy Salisbury, DNR urban forestry coordinator at Green Bay.

Two corporate sponsors – Green Bay Packaging and SCA – have now joined the program, adding both energy and funding.

As a result, 18 communities will share 720 donated trees this year. Six nurseries – McKay Nursery in Waterloo; Meacham Nursery in Green Bay; Midpark Nursery in Fond du Lac; Schichtel’s Nursery in Springville, N.Y.; Silver Creek Nursery in Manitowoc; and Tillmann Wholesale Growers in Green Bay – provided the trees but municipalities will pick them up from Meacham Nursery on

Tuesday, April 22.

Here is the schedule for pick up Tuesday:

7:30 a.m. Pulaski
Town of Scott

Public Affairs Manager Ed Culhane, 715-781-1683 handles communications in these counties: Brown, Calumet, Door, Florence, Fond du Lac, Forest, Green Lake, Kewaunee, Langlade, Manitowoc, Marathon, Marinette, Marquette, Menominee, Oconto, Outagamie, Portage, Shawano, Waupaca, Waushara, Winnebago and Wood.

8:00 a.m.	Pittsfield Ledgeview
8:30 a.m.	Allouez Village of Wrightstown
9:00 a.m.	Lawrence Oneida Tribe
9:30 a.m.	Town of Wrightstown Hobart
10:00 a.m.	Bellevue Morrison
10:30 a.m.	Brown County Suamico

Due to the different type of nursery stock at Tillmann Wholesale Growers, municipalities will pick up trees there at another time. Ashwaubenon, De Pere, Green Bay and Howard will pick up on a different day.

Meacham Nursery is located at 2226 County Road C, Green Bay, WI, 54313

More information about the First Downs for Trees program can be found at:

<http://dnr.wi.gov/topic/UrbanForests/projects.html>.