



MEDIA ALERT

Interview and Photo Opportunities

Press Inquiries:
Kate Davis
757.340.7425
kate@themeridiangroup.com

All other inquiries:
Mary DiCarlo
630-369-8300
marydicarlo@treefund.org

America's Largest Fundraiser for Tree Research Comes to Boston Common

STIHL Tour des Trees arrives at Boston on Friday July 24

WHAT: On Friday, July 24, the STIHL Tour des Trees arrives at Boston Common. America's largest fundraiser for tree research, the STIHL Tour des Trees is a weeklong, 500-mile cross-country cycling event to raise awareness for the need for tree research. This year's tour launches from New York City's Central Park July 19 and winds through all six New England states, concluding in Providence, RI on July 25.

The following activities are scheduled and cyclists on the Tour will be available for interviews and photos.

- Tree planting sponsored by the Massachusetts Tree Wardens and Hartney Greymont
- Educational family fun sponsored by Davey Tree
- STIHL product demonstration

WHO: Approximately 70 cyclists ride to benefit the Tree Research and Education Endowment (TREE) Fund, an international charitable organization dedicated to advancing knowledge in the field of arboriculture and urban forestry to benefit people, trees and the environment. Since its inception in 1992, the Tour has generated more than \$4.1 million and has funded a host of diverse projects.

WHEN: Friday, July 24
Riders arrive at 3:00 PM

WHERE: Boston Common
Frog Pond at Charles St. S

MORE INFO: Visit www.stihltourdestrees.org or call Kate Davis at 757-232-2526

SPONSORS: Corporate sponsorships offset the cost of food, housing and logistics along the Tour route. The sponsors of the 2009 event include title sponsor STIHL Inc., crown sponsor National Grid, partners Asplundh Tree Expert Co., Duke Energy, Bartlett Tree Experts and Northeast STIHL, and platinum sponsor The Davey Tree Expert Co.

About the TREE Fund:

The TREE Fund has supported research that has led to important developments in:



MEDIA ALERT

- Understanding the role of urban trees in reducing greenhouse gases
- Determining the costs and benefits of trees in our communities
- Improving conditions for tree growth in difficult sites
- Strategies to manage diseases and pests that affect urban trees

The TREE Fund also promotes education in the field of arboriculture through scholarships and grants. For more information, visit www.treefund.org.

About STIHL Inc.

STIHL Inc. manufactures the world's largest selling brand of chain saws and produces a full line of powerful, lightweight, and versatile handheld outdoor power equipment for homeowners and professional users. STIHL products are sold through servicing power equipment retailers from coast to coast— not mass merchants. STIHL products sold through U.S. STIHL dealers are for distribution in the United States only. For more information or for the name of the closest STIHL retailer, call toll free 1-800-GO STIHL (1-800-467-8445) or visit the STIHL Web site at www.stihlusa.com.

STIHL is also pleased to support the International Society of Arboriculture (ISA), the Tree Care Industry Association (TCIA), National FFA, Professional Landcare Network (PLANET), the American Tree Farm System (ATFS), and the National Association of State Park Directors (NASPD).

About National Grid:

National Grid is an international energy delivery company. In the U.S., National Grid delivers electricity to approximately 3.3 million customers in Massachusetts, New Hampshire, New York and Rhode Island, and manages the electricity network on Long Island under an agreement with the Long Island Power Authority (LIPA). For more information visit: www.nationalgrid.com.