



## MEDIA ALERT

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Interview and Photo Opportunities

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### **America's Largest Fundraiser for Tree Research Comes to Londonderry** *STIHL Tour des Trees arrives at The Tree Care Industry Association (TCIA) on Friday July 24*

**WHAT:** On Friday, July 24, the STIHL Tour des Trees arrives at TCIA headquarters. 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 TCIA
- 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 9:30 AM

**WHERE:** 136 Harvey Rd., Suite 101, Londonderry, NH 03053

**MORE INFO:** Visit [www.stihltourdestrees.org](http://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:

- 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



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- 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](http://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](http://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 TCIA:**

Established in 1938 as the National Arborist Association, today's TCIA is a trade association of more than 2,000 commercial tree care firms and affiliated companies. TCIA develops safety and education programs, standards of tree care practice, and management information for arboriculture firms around the world.

### **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](http://www.nationalgrid.com).