



FOR IMMEDIATE RELEASE

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35 TREES PLANTED IN HONOR OF SEPTEMBER 11

Hartford, Conn. – September 11, 2013 – It was a special morning for the residents of Hartford's North End neighborhood near Keney Park. Over 50+ volunteers gathered together to plant 35 trees along Canterbury Street, as well as two trees just inside the entrance to Keney Park.

Commissioned by the City of Hartford and the Segarra administration, KNOX, a nonprofit organization in Hartford, will plant 1,000 trees before July. 35 of those 1,000 trees were planted today in heartfelt appreciation of those public servants and Connecticut residents who lost their lives on September 11. These trees will live on for a century, providing health, wellness, and beauty to the city of Hartford. KNOX, in partnership with the area's Whole Foods stores, mobilized 50+ volunteers to plant the trees, which included neighborhood residents, employees from The Hartford Financial Services Group, Inc., Whole Foods of West Hartford and Glastonbury, as well as the Marsh USA Insurance agency, and young students from the STEM Magnet School Annie Fisher.

Ron Pitz, Executive Director at KNOX, explains the greater impact that tree plantings have on a neighborhood, "The urban forest provides immense economic, health, and social value. We talked to the residents of Canterbury Street to get them excited and involved with the tree planting. When neighborhoods really care about the new trees being planted, they will work together to keep them alive through watering and sharing the responsibility. It brings communities together."

About KNOX

KNOX uses horticulture as a catalyst for community engagement and forges partnerships between residents, businesses, and government to build stronger, greener, and more beautiful neighborhoods in Hartford. Since its founding in 1966, KNOX has been a key partner in improving the city of Hartford and is a nationally recognized leader in the field of community greening. Principal services include neighborhood beautification and reforestation, park improvement efforts, development of greenways, the oversight and maintenance of both community gardens and public green spaces and the successful administration of an AmeriCorps youth development and green jobs training program. More information is available at www.knoxparks.org.

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