

# **TARZANA NEIGHBORHOOD COUNCIL**

***Tarzana Beautification Committee***

***Contact: Willard Simms, Project Chair***

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**RE: SATURDAY, JAN. 15 EVENT**

**FOR IMMEDIATE RELEASE**

## **MAJOR TARZANA TREE PLANTING EVENT SET FOR SAT., JAN. 15**

Powering the launch of Phase 1 of Tarzana's area beautification/tree planting project, top Los Angeles officials -- along with members of the city's Million Trees LA (MTLA) project, the Tarzana Neighborhood Council and Woodland Hills-Tarzana Chamber of Commerce --will team up with scores of community residents on Saturday, Jan. 15 to plant 33 healthy, young trees along Ventura Boulevard between Corbin and Tampa Avenues.

The event, in which both adults and children volunteers are invited to participate, begins at 7:30 a.m. with participant registration, a free breakfast and live music in the outdoor areas of St. James Presbyterian Church, 19414 Ventura Blvd, Tarzana. The breakfast will be followed by welcoming remarks from L.A. City Councilmember Dennis Zine (3<sup>rd</sup> District) and other dignitaries, and a brief tree-planting demonstration conducted by MTLA arborists. Digging tools will be provided.

Then 33 planting teams, each comprised of three to four children supervised by an equal number of adults and an MTLA conservation expert, will head out onto Boulevard sidewalks to plant trees already positioned at the designated locations. Besides supervising the young, the adults will also provide muscle for the digging process. The youth involved include members of local organizations, including Boy- and Girl Scouts, among others.

"Beautification projects really do work," states Willard Simms, project chair for the Tarzana Neighborhood Council, the event's sponsor. "When we clean up our streetscape like we do our own front yards, we instill within ourselves a strong sense of ownership in our public environment. We become less likely to create litter, and more likely to pick it up and pitch it into the nearest trash can," adds Simms.

Tarzana Neighborhood Council President Leonard Shaffer commended Million Trees LA and the Woodland Hills-Tarzana Chamber of Commerce for their "tireless volunteer work" and thanked the numerous Boulevard merchants and organizations for their participation in the tree planting project.

12-30-10

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