



## **FOR IMMEDIATE RELEASE**

Jane Calvin, Executive Director  
Lowell Parks & Conservation Trust  
(978) 934-0030  
jcalvin@LowellLandTrust.org

## **Lowell Parks & Conservation Trust, Verizon, and Arbor Day Foundation Team up to Host a Tree Planting Event in Lowell**

*Local tree planting event aims to engage community members  
to take an active role in the overall health of their communities*

LOWELL, MA 5/9/22 – On May 13, 2022 the Lowell Parks & Conservation Trust (LP&CT) will partner with Verizon and the Arbor Day Foundation to plant 29 trees and 10 shrubs at 600 Lakeview Avenue, a Lowell Housing Authority property.

LP&CT sees tree planting as integral to improving the quality of life in the City of Lowell through increased shade, enhanced air quality, lower heating and cooling costs, and beautification. LP&CT is working with the Arbor Day Foundation, the world's largest membership nonprofit dedicated to planting trees.

“We are pleased to partner with the Arbor Day Foundation and Verizon to reduce the heat island effect in this area of the Centralville neighborhood. The residents that live at 600 Lakeview Avenue will experience increased shade, reduced noise, more bird species, and a significant backyard screen to the VFW Highway behind their community,” said Jane Calvin, LP&CT Executive Director.

“One of the things the Arbor Day Foundation does best is to help local planting partners take meaningful action in their community to plant trees,” said Dan Lambe, chief executive of the Arbor Day Foundation. “We plant trees to improve the lives of people around us. We’re happy to help the Lowell Parks & Conservation Trust foster a sense of community pride by planting trees.”

Trees offer vast benefits for the community at large. Thriving urban forests bolster human health, from encouraging physical activity to reducing respiratory illnesses stemming from air pollution. Urban trees filter the air by removing pollution which improves a city's overall air quality. They also reduce runoff of sediment, pollutants, and organic matter into streams, improving our water quality. Trees have also been shown to reduce crime, lower stress levels, and develop community pride.



“Verizon is proud to partner with Arbor Day Foundation and Lowell Parks & Conservation to honor the memory of Frank Frontiera and help increase the size of Lowell’s urban forest in under-canopied neighborhoods” said James Gowen, chief sustainability officer and senior vice president, global supply chain operations. “Since 2009, Verizon has been contributing to reforestation. We have pledged to plant 20 million trees by 2030 and have planted more than 10 million trees in 20 countries and over 35 states. It will take all of us working together to protect our planet and provide for healthier communities.”

**To learn more about this event, visit [www.LowellLandTrust.org](http://www.LowellLandTrust.org).**

### **About Lowell Parks & Conservation Trust**

LP&CT is a non-profit land trust with a mission to improve the quality of life for the people of Lowell through education and through the creation, conservation, and preservation of parks, open spaces, and special places. LP&CT offers a variety of environmental education programming and has been enhancing Lowell’s urban forest canopy since 1990.

### **About the Arbor Day Foundation**

Founded in 1972, the Arbor Day Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with more than one million members, supporters and valued partners. Since 1972, almost 500 million Arbor Day Foundation trees have been planted in neighborhoods, communities, cities and forests throughout the world. Our vision is to lead toward a world where trees are used to solve issues critical to survival.

As one of the world's largest operating conservation foundations, the Arbor Day Foundation, through its members, partners and programs, educates and engages stakeholders and communities across the globe to involve themselves in its mission of planting, nurturing and celebrating trees. More information is available at [arborday.org](http://arborday.org).

### **About the Lowell Housing Authority**

The Lowell Housing Authority (LHA) founded in 1937, provides subsidized public housing to over 4000 culturally diverse low-income families, seniors, and persons with disabilities throughout the city of Lowell. LHA strives to invest in residents with efficient management and maintenance of affordable housing units and rental assistance programs. LHA is a full social service agency designed to provide stability and create opportunities that assist residents in achieving their highest level of self-sufficiency. By partnering with other housing providers, local government, and nonprofit organizations, LHA will continue to improve and promote a healthy, thriving community for residents of Lowell.

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