

**The New Jersey Tree
Foundation Plants trees in
Jersey City**



PRESS RELEASE

FOR IMMEDIATE RELEASE:

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The NJ Tree Foundation will be planting 15 Trees in Jersey City on Saturday October 3, 2015

The NJ Tree Foundation, and their community-based [Renaissance Tree Program \(RTP Team\)](#) will be joining forces with the grass roots efforts of [Tree-Lined JC Streets](#), in planting 15 new trees in downtown Jersey City this Saturday. Dedicated volunteers will join our collaborative event on Saturday, October 3rd from 9am-12pm at 269 Varick St in Jersey City, to help beautify the streets and add to a more ecologically sound urban landscape for Jersey City.

Nick Milak, a Jersey City resident, started an online crowd-funding campaign to restore his local block. Within the first few days, several hundred people reached out expressing their interest and support for this effort on a larger scale. With such a high level of response, Milak was inspired to create a team of various community organizations to serve as a collaborative force to tackle this issue with their respective levels of expertise. The Jersey City Environmental Commission, Sustainable JC, and The JC Parks Coalition were gathered to yield a higher impact and build a collaborative network as this model project is launched. All organizations involved are extremely excited for the kick-off event on Saturday Oct. 3rd.

Tree planting events are a great opportunity to highlight the positive people in Jersey City. Community involvement is essential to the Renaissance Trees Program, and every planting has its own story. We invite you to capture this story and highlight the event from the perspective of the amazing volunteer leaders that make these plantings possible and encourage wide participation as the initiative builds.

About NJ Tree Foundation

The New Jersey Tree Foundation is reforesting New Jersey's urban areas, where the need is greatest. Through tree planting, volunteerism and partnerships, we assist numerous communities in improving their environment and quality of life. In seventeen years, the NJ Tree Foundation has

planted 202,900 trees across the state with volunteers, by hand. Follow the NJ Tree Foundation on Twitter and Instagram @NJTrees and like us on Facebook at www.facebook.com/NJTreeFoundation

Tree-Lined JC Streets, Nick Milak, Community Leader, lives in Ward F Jersey City, NJ

“What started off as a simple crowdfunding campaign to plant nine street trees on a local street corner, quickly turned into a larger initiative to help plant trees all across Jersey City. Rather than reinvent the wheel, I began exploring the current initiatives of more established groups within our community.

Ecology-based groups such as: the JC Environmental Commission, The NJ Tree Foundation, Sustainable JC, the JC Parks Coalition, and the Department of Public Works (just to name a few) have all been putting their energies behind substantial efforts that greatly enhance Jersey City.

Tree-Lined JC Streets seeks to add to the momentum by acting as a platform for everyday citizens to get involved and serve as champions for their respective neighborhoods. The idea is to get individuals, community orgs and City agencies to collaborate and maximize our collective impact, and minimize wasted efforts for widespread beautification and urban ecology-focused benefits across Jersey City.”

<http://www.nj.com/hudson/index.ssf/2015/09/jersey-city-mans-one-block-fundraiser-plants-seeds.html#incart=river>)

<http://sustainablejc.org/wordpress/wp-content/uploads/2012/08/JC-Street-lined-Trees-09292015-Vision-Statement.pdf>

JC Environmental Commission / Gerald Nichols, Chair

“The JC Environmental Commission supports Nick’s efforts and hopes this becomes a model for city-wide implementation with ongoing maintenance support from the City.”

JC Parks Coalition (JCPC) / Laura Skolar, President

"When the Jersey City Parks Coalition (JCPC) heard of Nick's project they immediately reached out to commend his efforts and share the news about the JCPC's 20/20 Bigger Dig project, to plant 2,020 trees in Jersey City Parks by the year 2020. [Full details for the 20/20 Bigger Dig project will be formally announced at a press conference on National Make A Difference Day.] It takes committed people like Mr. Milak, who are doing great

things in their community like his Tree-Lined JC Streets initiative, to create these positive changes for Jersey City. We look forward to working with him and other like minded people to help make JC a greener and cleaner City!"

Sustainable JC (SJC) / Deb Italiano, Founder & Chair

"SJC is Jersey City's Community Green Team and we're thrilled to welcome Nick Milak onto our Green Infrastructure (GI) Project Team. Nick's [Tree-Lined JC Streets](#) initiative will help to further mobilize the education and advocacy work we've activated over the last four years and opens the opportunity to integrate other GI opportunities for Jersey City, more strategically, e.g., SJC's Rain Gardens +ART initiative and more Green Roofs across the City. SJC would like to see [SMART Tree Pit designs](#) be a part of this initiative, alongside the 'right trees, in the right place, planted the right way', to be deployed wherever feasible. More about [SJC's GI Initiatives here.](#)"

John Flora, Public School Music Specialist, Middle School#7 (registered NWF Eco School) and Co-author of [Our City and Nature](#), a national song-writing curriculum sponsored by the Grammy Museum, in partnership with Global Wildlife Conservation.

"Trees are not the only thing being planted on Saturday - awareness is!! The best part of this growing movement is that you don't have to be an arborist to contribute to it. Whether it's taking students on a field trip or neighborhood walkabout, or becoming a friend to a local park, every one of us can play a part in caring for our Tree Canopy. Organizations like Sustainable Jersey City, are helping residents to become more environmentally attuned, and now with the JCEC Tree Canopy Study providing a roadmap for action, let's get going!! For a city with a compromised canopy, tree-planting events need to multiply so we become more resilient in the face of climate change events. This is an opportunity for the wider community to come out and embrace the future together!"

Denise Bailey / Co-Founder, Friends of the Walkway at Society Hill, Protecting the JC Shelterbelt of Trees on the Hackensack River.

"The Tree-Lined JC Streets initiative is amazing - this type of enthusiastic and collaborative response to the needs of the community is the foundation for thriving neighborhoods. Friends of the Walkway, was formed with the same kind of neighborhood spirit, and was able to successfully save 84 mature shade trees from being destroyed along the waterfront walkway that surrounds Society Hill. With the help of Sustainable JC, the Friends of the Walkway were able to connect and collaborate with key community groups and supportive city agencies (JCDPW; JC City Planning and JC Environmental Commission). Community

groups supporting each other are able to pool resources and knowledge that benefits everyone – the combined synergy moves important projects like Tree-Lined JC Streets along much faster, and will have a greater impact if we all work together."

For more information about NJ Tree Foundation tree planting events, call Elena López: 609.439.1755.

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