



PRESS RELEASE

*For Immediate Release
Photos available*

Contacts: Heather Platisha
Landis Communications, Inc.
For Save the Redwoods League
415-359-2315
heather@landispr.com
www.landispr.com

Roy Stearns
California State Parks
(916) 654-7538
rstea@parks.ca.gov

DREAMING OF A GREEN CHRISTMAS?

Save the Redwoods League and California State Parks redwood seedling program helps consumers shop for loved ones – and the environment – this holiday season

SAN FRANCISCO, CA (August 28, 2009) – Sweaters fade, electronic gadgets become obsolete, but redwood trees last for centuries. This holiday season, [Save the Redwoods League](#) and [California State Parks](#) make it possible for shoppers to [give a gift that gives back](#) to the environment for years to come.

For a donation of \$50 to Save the Redwoods League, gift-givers can have a [redwood seedling](#) planted in honor of a friend or family member in a California state park. Save the Redwoods League delivers a commemorative card featuring a photograph of an ancient redwood forest to the recipient to showcase the gift. All dedicated seedlings support forest restoration efforts in California State Parks.

“In tough economic times, more people want to give and receive meaningful gifts,” said Jennifer Benito, outreach director of Save the Redwoods League. “Dedicating a redwood seedling is an easy way to support the environment and our California State Parks this holiday season and beyond. This partnership facilitates key restoration efforts in California’s forest and parklands.”

In 1850, there were nearly 2 million acres of ancient coast redwood forests in California. Today, less than 5 percent remains. Save the Redwoods League and California State Parks are leading a new movement to restore the complexity, diversity and ecological values of the remaining young redwood forest stands throughout their natural range so that one day they can begin to resemble an ancient redwood forest.

Save The Redwoods League
114 Sansome Street, Suite 1200, San Francisco, CA 94104-3823
Telephone (415) 362-2352 • Facsimile (415) 362-7017

WALK AMONG GIANTSSM

"New trees protect our parklands and the wildlife that depend on it," said Director Ruth Coleman of California State Parks. "As we make painful budget cuts, this offers our supporters an opportunity to make a difference for the future of the state parks."

Steve Horvitz, superintendent of North Coast Redwoods District at California State Parks, will ensure that genetically similar trees are planted together so that the delicate redwood forest can be restored as naturally as possible. While redwood seedlings are the first to be planted through the program, other trees species such as western hemlock, Sitka spruce, red alder, Douglas-fir and big leaf maple will be planted if no additional redwood seedlings are needed in an area. California State Parks staff will determine where trees will be planted to effectively promote the health and diversity of state park forests.

To ensure that the seedling gift arrives in time for the holidays, all orders must be received by December 12, 2009 at 5 p.m. To place an order, please visit the League online at <http://community.SaveTheRedwoods.org/ecard> or send an e-mail to membership@SaveTheRedwoods.org. For more information please call (415) 820-5800.

The opportunity to have a seedling planted in honor of a loved one or organization exists year round.

Editors, please note: For more information or to request images, contact Heather Platisha, Landis Communications Inc. at 415-359-2306 or heather@landispr.com.

About Save the Redwoods League

For more than 90 years, Save the Redwoods League has been dedicated to protecting the ancient redwood forests so all generations can experience the inspiration and majesty of redwoods. In 1850, there were nearly 2 million acres of ancient coast redwood forests in California. Today, less than 5 percent remains and faces threats from unsustainable logging practices, poorly planned development and global climate change. Since its founding in 1918, the League has completed the purchase of more than 181,000 acres of land. For more information, visit SaveTheRedwoods.org.

About California State Parks

California State Parks manages more than 5 million acres that make up California's 278 state parks. These include beaches, museums, recreation areas, state vehicular recreation areas, state reserves and historic parks. The department's mission is to provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources and creating opportunities for high-quality outdoor recreation.

Save The Redwoods League
114 Sansome Street, Suite 1200, San Francisco, CA 94104-3823
Telephone (415) 362-2352 · Facsimile (415) 362-7017

WALK AMONG GIANTSSM