



Save-the-Redwoods League

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FOR IMMEDIATE RELEASE:

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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 (November 9, 2007) – Sweaters fade, ties go out of style, 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 or more to Save-the-Redwoods League, gift-givers can have a redwood seedling planted in honor of a loved one in a California state park. Save-the-Redwoods League delivers a commemorative card and photograph of an ancient redwood forest to the recipient to showcase the gift. All dedicated trees support redwood reforestation efforts in California.

“With many shoppers looking to spend their dollars in a way that makes a positive impact, dedicating a redwood seedling is an inexpensive way to support the environment this holiday season and beyond,” said Ruskin Hartley, Executive Director, Save-the-Redwoods League. “A redwood seedling is truly a gift that keeps on giving. It’s an easy and thoughtful way to give a gift that will help reduce our carbon footprint and it can also be enjoyed for generations to come.”

All donations are used to plant a seedling and to support Save-the-Redwood League’s land reforestation program. Today, less than five percent of ancient coast redwood forests remain for Californians to enjoy.

The League collaborates with the California State Parks to cultivate and plant the redwood seedlings. The saplings are then returned to the same forest from which the seeds originated.

“Once these fragile saplings are planted in a state park, they will always be protected so that they can grow strong and be still standing hundreds of years from now,” said Director Ruth Coleman of California State Parks. “In addition to providing shade and habitat, they reduce atmospheric carbon that contributes to global warming.”

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.

In order to meet the holiday deadlines all orders must be received by December 14, 2007 at 5 p.m.. To place an order, please visit the League online at www.savetheredwoods.org or send an e-mail to membership@savetheredwoods.org. For more information please call 1-888-836-0005. The opportunity to have a redwood seedling planted in honor of a loved one or organization exists year round.

About Save-the-Redwoods League

Save-the-Redwoods League is dedicated to protecting ancient redwood forests so that all generations can experience the majesty of these towering giants. In 1850, there were nearly two million acres of ancient coast redwood forests in California. Today, less than five percent remain. Since its founding in 1918, the League has protected more than 177,000 acres of land and played a vital role in the establishment of 39 redwood parks and reserves. For more information, visit www.savetheredwoods.org or call 415-362-2352.

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.

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