



News Release

Planting the Roots for a Greener Olds **- TD Green Streets Awards Town of Olds with \$15,000 for Tree Planting Initiative**

13 June 2011, Olds, Alberta The Town of Olds is pleased to announce it has been selected by TD Friends of the Environment Foundation (TD FEF) and Tree Canada to receive a \$15 000 grant from the TD Green Streets program for its 2011 urban reforestation program.

The grant was celebrated during today's Spring Kickoff event where the Town's councillors planted large flower barrels along the main highway.

"The goal of TD Green Streets is to encourage the adoption of leading-edge practices in municipal forests, and we want to commend the Town of Olds for developing a plan that will provide such a great enhancement to the environment," said Mary Desjardins, Executive Director, TD Friends of the Environment Foundation. "The plantings will provide habitat and food for wildlife and improve air quality, as well as promote community involvement in the protection and preservation of our urban forest."

How recipients were chosen:

Applications to the 2011 TD Green Streets program were open to Canadian municipalities, First Nations communities and Business Improvement Associations (BIAs) in Vancouver, Montreal and Toronto. All submissions were reviewed by regional Tree Canada Advisors, Board Members, urban forest practitioners and TD Friends of the Environment Foundation representatives based on innovation, community involvement and technical expertise.

"We congratulate the Town of Olds for developing an initiative that will create an important green space in their community," says Michael Rosen, President of Tree Canada. "We're pleased that we have been able to support the efforts of Olds and we look forward to seeing their plan come to life."

Over 100 applications were submitted to the 2011 TD Green Streets program, and the Town of Olds is one of 23 municipalities selected to receive a grant. The funding will support the Town of Olds urban forestry program. This funding will provide for the purchase and planting of trees in community park areas to improve quantity and quality of the urban forest.

For more information on the 2011 TD Green Streets winning submissions, visit www.tdgreenstreets.ca.

For further information or to arrange an interview please contact:

Barbara Hill
Town of Olds Director of Community Services
403-556-6981

Aurora Bonin
TD Friends of the Environment Foundation
604-654-8832