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FOR IMMEDIATE RELEASE

**PIASC and TreePeople Partner to Reforest Fire Devastated Areas
in Southern California**

Los Angeles, CA-Janet Green, Public Relations Chair of the Printing Industries Association, Inc. of Southern California (PIASC), announced the partnership with TreePeople, a nonprofit organization that has been serving the Los Angeles area for over three decades, to reforest the fire devastated areas in Southern California.

Governor Arnold Schwarzenegger said at a recent conference that California has a high propensity of two types of natural disasters; wild fires and earthquakes. The threat of fire now exists all the time because of California's two-year-drought and climate change. Therefore, this partnership is a great opportunity for members of the Printing Industry to keep our beautiful state green! Janet urges industry to come together and show support for this extraordinary year round program by DEDICATING A TREE starting at just \$25. Dedications, which can mark a birth, passing, wedding, birthday, or personal milestone, is a tax-deductible contribution. Trees will be planted in park woodlands and the mountains surrounding Los Angeles.

The process is quite simple. Enter all of the information below and submit it with your TreePeople contribution to PIASC. With your contribution, TreePeople will send an acknowledgment card announcing your tree dedication. Your support is needed and appreciated! Let's demonstrate by our actions that we care!

For more information about this program, please contact Ara Izquierdo at PIASC at (323) 728-9500, extension 216.

About PIASC:

PIASC is the trade association for the printing industry in the greater Los Angeles area. With over 1,600 company members, it is the largest affiliate of the Printing Industries of America-the national trade association for the printing and graphic arts industry.

About TreePeople:

TreePeople is a nonprofit organization that has been serving the Los Angeles area for over three decades. Their work is about helping nature heal our cities. TreePeople offers sustainable solutions to urban ecosystem problems, focusing on three areas: 1. Training and supporting communities to plant and care for trees; 2. Educating school children and adults about the environment; and 3. Working with government agencies on critical water issues.

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Partnering with **PIASC** and TreePeople to make a difference.

DEDICATE A TREE

Name: _____
Company: _____ PIASC Account # _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Card reads:

Honor or Memorial:

Occasion:

Dedication To: _____
35 characters per line,
2 line max

Card reads: A contribution to TreePeople has been made by...

Dedication From: _____
35 characters per line,
2 line max

Total

\$10 for each additional tree after 5 (i.e. 6 trees is \$110)

Please print and submit with payment to:

TreePeople
Attn: Tree Dedications
12601 Mulholland Drive
Beverly Hills, CA 90210

TREEPEOPLE	
TreePeople is a nonprofit organization whose mission is to inspire, engage and support people to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable and to share the results as a model for the world.	Thousands of native trees thrive in our local park woodlands and mountain forests throughout Southern California as a result of TreePeople's Tree Dedication Program. Contributions made to the program are tax-deductible and provide funds to support TreePeople's reforestation efforts.