



**Arbor Day Foundation™**

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*We inspire people to plant, nurture, and celebrate trees.*

FOR IMMEDIATE RELEASE:

Rochester Public Utilities  
Named by the Arbor Day Foundation  
to Receive 2010 Tree Line USA Award

NEBRASKA CITY, Neb.—The Arbor Day Foundation has named Rochester Public Utilities a Tree Line USA Utility.

The Tree Line USA program is sponsored by the Arbor Day Foundation in cooperation with the National Association of State Foresters and recognizes utilities that meet three requirements: a program of quality tree care, annual worker training in quality tree care practices, and a tree planting and public education program.

“Across America, people are recognizing and celebrating how vital trees are to our cities and towns,” John Rosenow, Chief Executive of the Arbor Day Foundation, said. “Trees help reduce peak demand by conserving energy. They also clean the air and water, increase property value, and make our homes more comfortable, livable places.”

“Tree Line USA utilities deserve recognition for their commitment to providing safe, efficient service, while helping protect and preserve community trees,” Rosenow added. “One of the greatest objectives of Tree Line USA, and a major contribution of the program, is replacing the outdated line-clearance practice of topping trees with natural pruning. Natural pruning trains trees to grow around wires and retain more of their natural form. This results in healthier trees and reduced clearance costs for utility companies, since natural pruning has to be done less frequently than topping.”

Tree Line USA utilities include both investor-owned and public providers. These utilities have demonstrated commitment to public education, tree planting, and quality tree care. One utility offers rebates to customers planting trees for shade and energy conservation. Another involves employees in helping with children’s activities at the city’s annual Arbor Day celebration.

“As deregulation has an increasing impact on the structure of utilities throughout America, it is hoped that high quality professional tree care will be at the forefront of both community and company concerns,” Rosenow said.

The Arbor Day Foundation, a nonprofit education organization, is dedicated to tree planting and environmental stewardship.

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