



## Companies support tree planting programs across America

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As America grapples with the continuing COVID-19 pandemic, companies nationwide are making the world a brighter and greener place through tree planting programs. With the recent celebrations of both Earth Day and Arbor Day, here are some of the initiatives that were recently underway.

### Planting a Million Trees

[Boxed Water Is Better](#) – a sustainably packaged water brand – has planted 1,000,000 trees in partnership with the National Forest Foundation (NFF) as a part of their ongoing commitment to support the planet and sustainability efforts.

Over the last five years, Boxed Water has engaged consumers in their reforestation mission with a long-held goal of planting a million trees by 2020. Boxed Water-sponsored trees have been planted in the Sierra National Forest, Stanislaus National Forest, Uinta-Wasatch-Cache National Forest, Deschutes National Forest, as well as forests throughout Florida, Wisconsin, and Michigan. The NFF selects areas based on the greatest need due to factors like wildfires and other natural threats. More than 1 million acres of our National Forests are in need of reforestation.

Boxed Water will mark the milestone with a celebratory web event on May 15 – called [In The Name of Trees](#) – to virtually connect individuals with nature and garner awareness on reforestation and other sustainability efforts.

"We are humbled and happy to announce the planting of our one-millionth tree, a big milestone in our ever-evolving mission to give back to the planet," said Daryn Kuipers, CEO of Boxed Water. "*In The Name of Trees* will thank and celebrate those who have made this possible, while virtually connecting thousands of participants - who are sheltering in their homes - with nature."

The event will be hosted in the natural spaces available to each speaker – be it a forest or a backyard - and will explain the role reforestation plays in mitigating climate change and spotlight trees planted in honor of viewers and partners. Celebrity and brand partners alike will show how they honor trees in their spaces. Viewers are also invited to participate by naming a favorite tree in their yard or a beloved apartment houseplant. To continue planting with the goal of reaching another million, individuals can symbolically name trees in either of two methods: through social media posts with the tags @BoxedWater and #BetterPlanet or an online form at [boxedwater.com/one-million-trees](https://boxedwater.com/one-million-trees). Boxed Water will commit to planting a tree for every name. *Traditions show that the process of naming trees creates a deeper connection with nature and the environment.*

"Partners like Boxed Water understand that reforestation is key in mitigating climate change," said Wes Swaffar, Director of Reforestation and Partnerships. "This is something positive and uplifting to celebrate, and I think we could all use that right now. We've done incredible things together, and we look forward to planting the next million with our friends at Boxed Water."

### **Preserving the Environment**

In honor of Arbor Day, [Sparklight](#) is pleased to announce it has extended its partnership with the [Arbor Day Foundation](#) to plant trees on behalf of customers who switch to paperless billing. Now in its sixth year, the partnership has resulted in 100,000 trees being planted in Sparklight markets as well as areas ravaged by 2017 hurricanes Harvey, Irma and Maria.

"We're thrilled with the positive response we've received to our paperless billing service and our partnership with the Arbor Day Foundation," said Trish Niemann, Sparklight Senior Director of Corporation Communications. "Whether they care about conserving natural resources, planting trees in their community, or simply enjoying the convenience that paperless billing offers, we're offering our customers a simple way to make a difference with just a few easy steps."

Paperless billing is part of Sparklight's ongoing effort to offer customers more choices while reducing the company's impact on the environment.

"The generous support shown by Sparklight allows us to plant additional trees that will help provide clean air and water, critical wildlife habitat, and beauty that will be enjoyed by our children and grandchildren," said Arbor Day Foundation President Dan Lambe.

### **Honoring Front-Line Workers**

Orion Global Solutions LLC will plant 100 trees to honor New York State's first responders and health care workers fighting COVID-19 in celebration of the 50th anniversary of Earth Day. The trees will be planted in the New York region by One Tree Planted, a non-profit organization focused on global reforestation.

Orion, a technology advisory firm and Salesforce Partner with headquarters in New York City, has been living through the pandemic and experienced firsthand how hard COVID-19 has hit the city and the state.

"We are so grateful to the people who put their lives on the line every day, working tirelessly, to keep our community safe," said Yacov Wrocherinsky, founder and CEO. "This hits home for so many of us." Orion's action has been driven on both professional and personal levels, by all of their employees, many of whom have medical personnel in their own families, including Wrocherinsky.

Source: <https://www.tdworld.com/vegetation-management/article/21129875/companies-support-tree-planting-programs-across-america>