



- PRESS RELEASE -

City of Pompano Beach • 100 West Atlantic Boulevard • Pompano Beach, FL 33061

Press Release Date: 6/10/10

Plant It Forward
The Final Urban Forestry Project of Super Bowl XLIV
Monday, June 14th
10:00 a.m. Public (11:00 a.m. Media)
Weaver Park, 800 NW 20th Street

The City of Pompano Beach is partnering with the National Football League, Miami Dolphins and Broward County to create a living bridge between Super Bowl host communities. Plant It Forward will bring together the NFL and the community to enhance Weaver Park with native trees, plants, flowers and a butterfly garden. As the last of Super Bowl XLIV's Urban Forestry Projects, it will mark the transition to Super Bowl XLV in Dallas, Texas. The tree ceremonies will "connect the dots" between South Florida, host community for Super Bowl XLIV and Texas. A symbolic shovel used to plant the trees will be sent to Arlington, Texas to use for their Plant It Forward Project.

Former Miami Dolphin Wide Receiver Nat Moore, representatives from the NFL, County Commissioner Kristin Jacobs and Pompano Beach city officials will participate in the tree plantings. These tree plantings will symbolize a passing of the environmental mantle from one host community to the next. Environmental projects have been part of Super Bowl activities for 17 years. Over the past five years, efforts have included urban forestry and habitat restoration efforts. These urban forestry projects leave a permanent, visible green legacy in the host community.

Through a partnership with the United States Forest Service, all the trees planted in the past five years - more than 20,000 in all - will be monitored to record their long term environmental impact.

All the trees will be South Florida native species.

For more information call 786-301-5575.

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