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## Volunteers Planted 50 New Trees at Willoughby Park

*New trees were planted at Willoughby Park as part of the Branching Out Program which aims to mitigate urban heat by making Dallas parks cooler and greener.*

DALLAS, TX (March 18, 2022) – Willoughby Park received 50 new trees as part of a partnership with Texas Trees Foundation, American Forests, Salesforce, One Tree Planted, Origins Green the Planet™ and Dallas Parks and Recreation. The trees were planted by more than 75 community volunteers and foresters from Texas Trees Foundation and Dallas Park and Recreation as part of the Branching Out Program that aims to mitigate urban heat and increase the tree canopy coverage in Dallas.

This project is made possible thanks to American Forests and Salesforce, as well as reforestation nonprofit One Tree Planted and active natural, prestige skincare brand, Origins. Through the Green the Planet Fund, Origins has provided a grant to support 15 urban forestry and environmental justice projects throughout local communities across the US this spring.

“At Origins, we’re deepening our commitment to reforestation through expanded partnerships with nonprofit organizations that align with our Green the Planet™ mission,” says Ada Lien, Senior Vice President and General Manager, Origins. “Our planting efforts continue to help combat climate change and support local communities around the world. Origins is proud to help impact meaningful change for both people and our planet.”

One Tree Planted is a nonprofit organization on a mission to make it easy for anyone to help the environment through planting trees. Their projects span the globe and are done in collaboration with local communities and knowledgeable experts to create an impact for nature, people, and wildlife.

“This project is a meaningful step forward to ensuring all communities have equal and equitable access to the benefits of trees - from reducing urban heat to mitigating the effects of climate change to protecting the water we drink and air we breathe”, said Tanner Haid, Urban Forestry Specialist at One Tree Planted. “We are proud of this partnership with Texas Trees Foundation, and look forward to supporting more opportunities to plant trees and build community in Dallas.”

“The work we’re able to accomplish with our partners is very valuable. The new trees not only provide benefits for park goers, they also help increase tree canopy coverage and mitigate urban heat,” said Janette Monear CEO of Texas Trees Foundation. “With the support of our partners, our communities will be cleaner, greener, cooler, and healthier for generations to come.”

The Branching Out program began in 2018, in an effort to reforest and beautify Dallas’ aging urban canopy. For each planting the Dallas Park and Recreation, the Texas Trees Foundation, organizational donors, and community volunteers work collaboratively to strategically plant trees with the intentions to increase the current Dallas tree canopy coverage, while providing shade and other health benefits.

Trees cool the surfaces of their surrounding environment through shade and offer additional ecosystem services such as carbon sequestration, air pollution removal, energy savings, and stormwater savings.

For more information on Texas Trees Foundation, visit [www.texastrees.org](http://www.texastrees.org). You can also follow Texas Trees Foundation on Instagram at [www.instagram.com/texastreesfoundation](http://www.instagram.com/texastreesfoundation), on Facebook at [www.facebook.com/texastrees](http://www.facebook.com/texastrees), and on Twitter at [www.twitter.com/texas\\_trees](http://www.twitter.com/texas_trees).

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### **About Texas Trees Foundation**

Celebrating 40 years of addressing urban forestry issues in Dallas, the Texas Trees Foundation has served as a catalyst in creating a reimagined green legacy for North Texas. Scientific research has led our vision of transforming outdoor spaces into greener, cleaner, cooler and healthier communities, while educating the public of the social, economic, environmental, and health benefits that trees provide. For more information on Texas Trees Foundation and its programs and projects, visit [www.texastrees.org](http://www.texastrees.org).

### **About American Forests**

[American Forests](http://www.americanforests.org) is the first national non-profit conservation organization created in the US. Since its founding in 1875, the organization has been the pathfinders for the forest conservation movement. Its mission is to create healthy and resilient forests, from cities to wilderness, that deliver essential benefits for climate, people, water and wildlife. The organization advances its mission through forestry innovation, place-based partnerships to plant and restore forests, and movement building.

### **About Salesforce**

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, artificial intelligence, voice and blockchain—to create a 360-degree view of their customers. For more information about Salesforce (NYSE: CRM), visit: [www.salesforce.com](http://www.salesforce.com).

### **About One Tree Planted**

One Tree Planted is a 501(c)(3) nonprofit on a mission to make it simple for anyone to help the environment by planting trees. Their projects span the globe and are done in partnership with local communities and knowledgeable experts to create an impact for nature, people, and wildlife. Reforestation helps to rebuild forests after fires and floods, provide jobs for social impact, and restore biodiversity. Many projects have overlapping objectives, creating a combination of benefits that contribute to the UN's Sustainable Development Goals. To learn more, visit [onetreeplanted.org](http://onetreeplanted.org)

### **About Origins**

Prestige global skincare brand, Origins combines high-quality plant, earth and sea-based ingredients with non-toxic-to-skin alternatives and advanced science to create safe, high-performance products that deliver transformative results. Since inception in 1990, Origins has been committed to respecting the well-being of your skin and our planet – from traveling the world to discover nature's potent ingredients to endeavoring to make choices that help reduce our impact on the planet. The brand formulates without parabens, phthalates, propylene glycol, formaldehyde, sodium lauryl sulfate (SLS), mineral oil, petrolatum, paraffin, diethanolamine (DEA), polyethylene beads and animal ingredients (except cruelty free honey & beeswax). Origins is available in 30 countries. For more information, visit [www.origins.com](http://www.origins.com); never stop discovering™ and follow @Origins.

### **About Dallas Park & Recreation**

The Dallas Park and Recreation Department provides diverse leisure and recreational options year-round for all ages. We are committed to caring for Dallas' parks, trails and open spaces. Through our Branching Out activities, we are working to increase Dallas' tree canopy to 37% by 2040. We work with diverse partners to plant trees in a way that is inclusive and equitable for the citizens of Dallas. Find us and more information at [DallasParks.org](http://DallasParks.org)