



FOR IMMEDIATE RELEASE

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Dive bar turns beer tabs into 175 neighborhood trees

Portland, Ore.— Nearly 200 trees will be planted in northeast Portland neighborhoods on Saturday, March 8, thanks in part to a local dive bar's affinity for Rainier Beer.

Last February, Rainier Beer sponsored a "Tabs for Trees" contest and Billy Ray's Neighborhood Dive, located on Northeast Martin Luther King Blvd., collected more custom red can pull-tabs than any other bar in Oregon or Washington.

To honor this accomplishment, Rainier Beer will join New Seasons—another northeast neighbor—to sponsor the planting at which 175 street and yard trees will be planted in the neighborhoods of Boise, Humboldt, Eliot and King.

Friends of Trees, which is headquartered just down the street, will organize hundreds of volunteers to carry out the planting.

"This is truly a neighborhood effort, and we're excited bring people together to plant these trees," said Andy Meeks, Development Manager at Friends of Trees. "We sincerely thank New Seasons, Rainier Beer and also Billy Ray's Dive for bringing all the benefits of trees to these neighborhoods."

"Rainier Beer is proud to support this tree planting event, as well as celebrate the accomplishment by Billy Ray's Dive, and we appreciate the support of all bars participating in the Tabs for Trees contest," said Dan McHugh, Chief Marketing Officer for Pabst Brewing Company, which owns the Rainier Beer brand.

TO VOLUNTEER PLANTING TREES: Volunteers of all ages can show up and join in the planting by meeting at the Friends of Trees office, 3117 NE Martin Luther King Blvd., at 8:45 a.m. on March 8. Gloves, tools and breakfast are provided.

TO COLLECT BEER TABS: Through April 30, Pabst will plant a tree through the Arbor Day Foundation for every six Rainier beer tabs collected at bars in Oregon and Washington or mailed to Rainier Tabs for Trees, PO Box 5980 Dept 591016, Kalamazoo, MI 49003-5980.

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About Friends of Trees

Friends of Trees empowers people to improve the natural world around them through a simple solution: plant a tree. together. They operate in Portland, Vancouver, Eugene, Salem and surrounding areas. The Neighborhood Trees program provides homeowners with discounted trees to plant at their homes with their neighbors. Through its Green Space Initiative, trained crew leaders guide volunteers at weekend events to restore green spaces.

www.friendoftrees.org