



MEDIA ALERT

For More Information Please Contact:

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Photo of FOT staff leaping for the Lorax taken by Brighton West

Volunteers in Orange Lorax Mustaches to Plant Trees on March 3

Planters who know answers to "Treevia" questions about "The Lorax" will win tickets to the movie

Portland, Ore. — Friends of Trees' fun *Plant It Portland!* campaign is getting even more whimsical this weekend. On Saturday, March 3, [Friends of Trees](#) is partnering with event sponsors [Whole Foods Market](#) and [Portland General Electric](#) to plant trees on the opening weekend of "The Lorax" movie. Volunteers will don the fuzzy, orange mustaches made famous by Dr. Seuss as they plant trees throughout two Portland neighborhoods. The planting will kick off with "Treevia" questions about "The Lorax," and winners will walk away with pairs of tickets to see the film.

WHO: Homeowners, community volunteers, and Lorax fans will plant more than 250 trees in the Montavilla and Mt. Tabor neighborhoods. Many volunteers will wear orange Lorax mustaches as they plant.

WHEN: Saturday, March 3, Rally at 8:45-9:15 am. Volunteers will plant throughout the neighborhoods from 9:15 am to 12 noon. Call Brighton West at 404-247-0189 for locations of mustached planting teams.

WHERE: Mt. Tabor Presbyterian Church, 5441 SE Belmont Street, Portland

WHY: The planting is part of Friends of Trees' multi-year *Plant It Portland!* campaign, in partnership with Portland's Bureau of Environmental Services, to raise awareness of the need for street trees through whimsical graphics and grassroots efforts. Trees clean our water by reducing stormwater flow into drains. Four other key things "grow" on trees: better health, energy conservation, a safer community—and even money.

Since 1989, Friends of Trees has planted more than 430,000 trees and native plants in the Portland-Vancouver and Eugene-Springfield areas. Find out more at www.FriendsofTrees.org.

"Unless someone like you cares a whole awful lot, nothing is going to get better. It's not." —Dr. Seuss, The Lorax