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SOUTH FLORIDA UNVEILS NEW TREESARECOOL SPECIALTY LICENSE PLATE AT GREEN LIVING EXPO

FORT LAUDERDALE, FL – The new Florida TreesAreCool specialty license plate is being launched Saturday, April 26, in South Florida at the City of Fort Lauderdale’s Green Living Expo, in celebration of Earth Day, Arbor Day and Water Conservation Month. The Florida Chapter of the International Society of Arboriculture (ISA) is presenting the new TreesAreCool license plates at the Expo in Stranahan Park from 10 a.m. to 2 p.m.

“The TreesAreCool program is vital to Florida where a single urban tree returns over \$90,000 in direct benefits during the lifetime of the tree to the residents and visitors to the Sunshine State,” says Don Winsett, board member of the ISA and president of Stiles Landscape of Fort Lauderdale.

“Some of these direct benefits include increased real estate value, reduction of pollutants and energy savings. Research shows that trees in a community attract businesses and tourists, people linger and shop longer on tree-lined streets, and businesses leasing offices in developments with trees find their workers are more productive and absenteeism is reduced,” Winsett added.

TreesAreCool license plate revenues benefit the Florida urban environment through tree research, the on-going education of tree-care professionals and provide public education programs about tree selection, care and preservation. This is extremely important due to the recent losses of trees in the state because of severe damage caused by hurricanes, storms and fires. The TreesAreCool program is administered by the Florida Chapter of ISA, a Florida non-profit organization. For more information, visit *TreesAreCool.com*.

The Green Living Expo is a free family-friendly event designed to encourage environmental education, through interactive education activities, information and promotions.

Special programs at the Expo in honor of Arbor Day include a tree give-away for Fort Lauderdale residents.

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For more information, please contact:
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