

## Press Release: January 20, 2011



Canopy Contact:  
Elliott Wright  
(650) 964-6110  
[elliott@canopy.org](mailto:elliott@canopy.org)

OFJCC Contact:  
Rebecca Nowlis  
(650) 223-8663  
[rnowlis@paloaltojcc.org](mailto:rnowlis@paloaltojcc.org)

### **New Mayor Plants Tree with Canopy at Oshman Family JCC of Palo Alto**

Canopy's 15<sup>th</sup> Annual Mayor's Tree planting event to take place on  
Tu Bishvat, the Jewish holiday for trees: January 20, 2011

PALO ALTO - The Oshman Family Jewish Community Center and Canopy, a local urban forestry nonprofit, are partnering to plant a tree at the Taube Koret Campus for Jewish Life in Palo Alto. Volunteers and families will join Canopy at a planting to celebrate Canopy's 15<sup>th</sup> Mayor's Tree Planting on January 20, 2011, at 5:15 p.m. Befitting Tu Bishvat, the Jewish holiday for trees, Canopy will plant a Cedar of Lebanon.

"Palo Alto is a city that loves its trees -- and this isn't just because the name of our city means 'tall tree.' We strongly support our urban forest because this is part of Palo Alto's ethics and DNA," noted Mayor Sid Espinosa. "I am proud to continue a 15-year tradition of planting a Mayor's Tree in partnership with Canopy. This exercise reminds us of the importance of planting and maintaining trees throughout our community."

Mayor Espinosa added: "Thank you, Canopy, for being the unfailing and successful champions of Palo Alto's urban forest. You have ensured the prominence of trees in our community more than any other person or organization -- and we applaud you for this. I also want to thank the Oshman Family Jewish Community Center for hosting this event. What more fitting place to celebrate Tu Bishvat, the Jewish Holiday for trees, than here today."

Canopy Executive Director Catherine Martineau is excited to bring Canopy's 15<sup>th</sup> Mayor's Tree Planting and Annual Party to the new Oshman Family JCC and said, "Canopy is honored to bring this tree planting ceremony to the new JCC campus. Now for 15 years, our custom of planting an honorary tree for and with the Mayor is symbolic and yet a very real contribution to our community."

"We are so honored to be a part of this year's Tree Planting," said Randi Brenowitz, Community Outreach Director of the Oshman Family JCC. "Our campus was designed to be a welcoming urban oasis and trees help create that environment. As we celebrate the Jewish holiday of Tu Bishvat this month, we thank Canopy and the Mayor for holding this lovely event on the Taube Koret Campus. We are also grateful for their choosing a Cedar of Lebanon tree, a tree originating from the Holy Land, which is particularly meaningful to our community."

Planting trees is a great way to celebrate traditions and holidays, to build hope for the future, and improve the overall environment in our communities. Planting trees is a symbolic and physical act of optimism. It conveys foresight, thoughtfulness of others in the future, and communicates hope.

***About the Oshman Family Jewish Community Center of Palo Alto***

The Oshman Family JCC aspires to be a Jewish neighborhood where all are welcome. It serves as a nexus of diverse Jewish communities that opens doors and creates connections for rich, robust and rewarding experiences. The JCC establishes common ground, uniting Jewish institutions, groups and individuals for the betterment of the whole community. For more information about the Oshman Family JCC in Palo Alto, visit: [www.paloaltojcc.org](http://www.paloaltojcc.org)

***About Canopy***

Canopy plants, protects, and grows local urban forests. Because we believe trees are a critical element of a livable, sustainable urban environment, Canopy's mission is to educate, inspire, and engage residents, businesses, and government agencies to protect and enhance our local urban forests. For more information on Canopy, visit: [www.canopy.org](http://www.canopy.org)

###