

Mayor Chet Olson
420 N.6th Ave
Rochelle, IL 61068

Dear Tree City USA Supporter,

On behalf of the Arbor Day Foundation, I write to congratulate Rochelle on earning recognition as a 2015 Tree City USA. Residents of Rochelle should be proud to live in a community that makes the planting and care of trees a priority.

Rochelle is one of more than 3,400 Tree City USAs, with a combined population of 140 million. Started in 1976, The Tree City USA program, sponsored by the Arbor Day Foundation in partnership with the U.S. Forest Service and the National Association of State Foresters, is celebrating its 40th Anniversary this year. In honor of this milestone a national public awareness campaign is being executed across the country including a strong emphasis on media relations and a social media contest which are referenced in the tool kit received by your state coordinators.

As a result of your commitment to effective urban forest management, you already know that trees are vital to the public infrastructure of cities and towns throughout the country, providing numerous environmental, social and economic benefits. In fact, trees are the one piece of community infrastructure that actually increases in value over time.

We hope you are excited to share this accomplishment. Enclosed in this packet is a press release for your convenience as you prepare to contact local media and the public.

State foresters are responsible for the presentation of the Tree City USA flag and other materials. We will forward information about your awards to your state forester's office to coordinate presentation. It would be especially appropriate to make the Tree City USA award a part of your community's Arbor Day ceremony.

Again, we celebrate your commitment to the people and trees of Rochelle and thank you for helping to create a healthier planet for all of us.

Best Regards,



Dan Lambe
President

cc: Timothy Isley

enclosure