

# CAL FIRE MEDIA ADVISORY

## California Department of Forestry and Fire Protection



**CONTACT:** CAL FIRE PIO  
(916) 651-3473  
calfire.dutypio@fire.ca.gov

**RELEASE**  
**DATE:** March 6<sup>th</sup>, 2023

### **CAL FIRE and Other Stakeholders to Host a California Arbor Week Press Conference and Celebratory Tree Planting**

**Sacramento** – Join CAL FIRE, the USDA Forest Service, California ReLeaf, Edison International, Blue Shield of California, Common Vision, and Oakland community leaders to kick off the California Arbor Week celebration (March 7 -14). During California Arbor Week, commemorative events are held throughout the state. Cities, community groups, and individuals plant trees, host tree-planting ceremonies, and educate California's youth about the remarkable work trees do for our communities every day – from cleaning the air and water to improving the overall health of our neighborhoods.

**What:** The 2023 California Arbor Week press conference will include the announcement of the 2023 Arbor Week Grant Award Winners sponsored by Edison International who has donated \$50,000 to fund community-led tree planting projects to help combat extreme heat events. The press conference will also include the unveiling of the 2023 Arbor Week Youth Art Contest Winners sponsored by Blue Shield of California. Following the press conference, a celebratory tree planting will be led by urban forest nonprofit Common Vision with other Oakland community partners including students from Oakland Unified School District.

#### ***California Arbor Week Press Conference and Celebratory Tree Planting***

**When:** *Tuesday, March 7, 2023, at 11 a.m. – 12 p.m.*

**Where:** South Prescott Park, 301 Peralta St, Alameda, CA 94501. Located along the 1500 block of 3<sup>rd</sup> Street in the South Prescott Neighborhood of Oakland. 1 ½ blocks southwest of the West Oakland Bart Station.

**Visuals:** Tree planting, Youth Art Poster Contest unveiling of winning artwork

#### **Who:**

- Sheng Thao, Mayor of Oakland
- Wanda Stewart, Executive Director of Common Vision
- David Moore, City of Oakland's Parks and Trees Supervisor
- Walter Passmore, CAL FIRE's State Urban Forester
- George Huang, CAL FIRE Santa Clara Unit Chief
- Kara Chadwick, Deputy Regional Forester, USDA Forest Service
- Catherine Borg, State Legislative Affairs at Southern California Edison
- Antoinette Mayer, Vice President of Corporate Citizenship at Blue Shield of California
- Sharon Danks, Executive Director of Green Schoolyards America
- Ms. Margaret Gordan, Founding Member of West Oakland Environmental Indicators Project
- Brent Bucknum, Hyphae Design Laboratory
- Cindy Blain, Executive Director of California ReLeaf

[California ReLeaf Media Kit](#)