



PRESS RELEASE

For Immediate Release

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30 MISSING STREET TREES TO FIND NEW HOMES IN THE EAST VILLAGE FOR ARBOR DAY

Special Event is Latest Effort of Downtown Partnership Clean & Safe Program's Grow Urban Initiative to Replenish Urban Tree Canopy and Beautify Downtown

SAN DIEGO – April 30, 2020 – To make our Downtown more beautiful, green, and resilient in celebration of Arbor Day, the Downtown San Diego Partnership Clean & Safe program is replacing 30 missing street trees in the East Village through its Grow Urban tree-planting initiative.

During an initial assessment conducted in 2019, the Downtown Partnership Clean & Safe program found that more than 200 street trees were missing from our Downtown neighborhoods. Clipped by delivery trucks, hit by cars, or killed due to lack of watering, these missing trees left a sad reminder of their absence in empty street wells and created a difference in how residents and visitors experienced our urban neighborhoods.

To address this need and to help our Downtown neighborhoods be more sustainable, the Downtown San Diego Partnership and URBAN INTERVENTIONS came together to launch Grow Urban, an initiative to replace all of Downtown's missing street trees and help our urban canopy thrive.

The most recent large-scale replacement effort, scheduled in celebration of Arbor Day, is planned for the East Village - the neighborhood with the highest identified concentration of still-missing trees. The effort also hopes to bring attention to benefits these trees create for the sustainability and beautification of urban centers like Downtown. Benefits like improving the pedestrian experience, creating cleaner air, keeping our urban neighborhoods cool, and even increasing property values.

"At the Downtown Partnership, we are always looking for creative ways to promote the economic prosperity and cultural vitality of our Downtown. Grow Urban is a great example of that creativity in action," said Betsy Brennan, President & CEO of the Downtown San Diego Partnership. "Each one of these trees can have a big impact on the health, well-being, and curb appeal of our Downtown

neighborhoods, especially when they're considered as part of our entire urban canopy. We're so grateful to everyone who has made this additional investment possible for the benefit of residents, visitors, employees and everyone who enjoys Downtown."

The event will also include an opportunity to support future efforts of the Grow Urban initiative as part of a special Arbor Day match campaign. Donations of up to \$5,000 will be matched thanks to a generous contribution from Pete Garcia and Beth Callender of URBAN INTERVENTIONS. All donations received will go toward the purchase and replacement of more missing street trees.

"The Grow Urban initiative is part of a robust portfolio of community enhancement projects led by the Downtown Partnership Clean & Safe program to improve quality of life and invite residents and visitors to find new and exciting reasons to enjoy Downtown," said Alonso Vivas, Senior Vice President & Executive Director Clean & Safe Program. "We're thrilled to work with so many community partners and our team of dedicated landscapers and maintenance ambassadors to make sure these trees have every opportunity to live long lives in our neighborhoods. It's one of the many ways we're committed to helping keep Downtown clean, safe and thriving."

To learn more about the Grow Urban initiative or how donations can be made to support the mission of replacing more than 200 trees in Downtown San Diego neighborhoods, visit downtownsandiego.org/growurban. Donations can also be made directly at betterunite.com/dsdp-growurban.

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*The **Downtown San Diego Partnership** is a nonprofit organization that serves as the principal voice and driving force behind the economic and cultural prosperity of Downtown San Diego through membership, advocacy and public services. It also serves as the managing organization for several special districts including the Clean & Safe program that provide essential public services in the 275 blocks of Downtown. For more information, visit downtownsandiego.org.*