**Regional Conservation News Release Template - A Flourishing Treescape**

**FOR IMMEDIATE RELEASE**

[Month] [Date], [Year]

Contact:

**[NEWS RELEASE HEADLINE]**

*[News Release Sub-header]*

**[CITY, STATE]** – Not everyone has the chance to experience the region’s natural forests, but even in its cities and towns, trees are all around.

Whether in a park, along a bayou trail, in a neighborhood, or even a business district, trees provide shade and natural beauty and are a fundamental component of the region’s resilience to natural disasters and environmental quality.

By providing shade, trees can reduce energy usage and help cool urban heat islands. Trees add to the beauty of the region’s communities, which can lead to investment, increase property values, and help attract new residents and businesses.

Trees also improve air and water quality by filtering out pollutants and storing carbon, and they help maintain the region’s biodiversity, providing habitat for birds and other animals. Rain is intercepted by trees, reducing the volume and force of stormwater flowing into waterways, providing protection from flooding and erosion.

Efforts to improve and expand the region’s urban forests have been a growing priority for communities in the region. The scale of these efforts varies from community planting projects to larger multijurisdictional initiatives.

*[Below is an example of prominent tree-planting initiatives in the region. You can use it as an example to highlight the potential benefits of your own project or initiative, or you may replace this paragraph with information about your project and use it as a guide in how to discuss it.]*

For example, the city of Houston has a goal to plant 4.6 million native trees by 2030, as laid out in Resilient Houston strategy and Houston Climate Action Plan. Additionally, the Texas A&M Forest Service, along with local partners, developed a Corporate Sustainability Program to leverage the resources of the region’s business and industrial community in support of small-scale targeted reforestation, especially along waterways.

In 2021, the Houston-Galveston Area Council launched the Regional Conservation Initiative aimed at magnifying local conservation efforts and assisting local governments and nonprofits in securing the funding and resources needed to launch their own conservation projects. More information about the initiative, including a conservation funding guide and toolbox, model projects throughout the region, ecosystem service benefits, and mapping tools, is available at [www.h-gac.com/regional-conservation](https://www.h-gac.com/regional-conservation).