



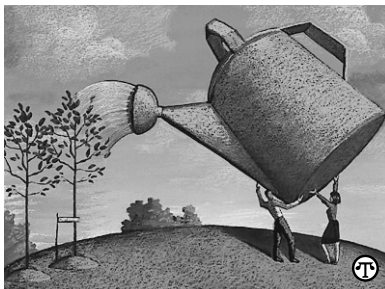
Community Concerns

Getting To The Root Of Community Service

(NAPSA)—More than four billion trees are cut down in the world each year—a number larger than 10 times the U.S. population. It's a startling fact, raising the issue of the importance of trees and how they contribute to the earth. Without thinking about that every day, it's easy to forget how our books and magazines are made and where our newspapers and tissues come from. We should all remember just how these tall, stoic plants sustain our lives and literally keep us breathing. Perhaps more importantly, we should teach our youngsters about the value of trees.

According to the recent "Caring About America" survey, 87 percent of children say parents are their primary teachers when it comes to social responsibility. Unfortunately, nearly a third (29 percent) of parents say they're financially strained or too busy to participate in community service activities with their kids.

Now, one hotel company is stepping up to the task, by helping children get to the root of community service and educating them on the significance of planting trees and caring for the environment. Doubletree® Hotels, with help from the National Arbor Day Foundation®, has developed a



tree-focused lesson plan and is providing evergreen tree seedlings to thousands of elementary school students in the U.S. and Canada this year.

The tree-planting education initiative is an extension of Teaching Kids to CARE™, a community outreach program that pairs Doubletree hotels with local elementary schools and youth groups to educate children about making conscious decisions, including caring for their local community. This year, Teaching Kids to CARE volunteers and children will be planting more than 10,000 seedling trees across the U.S. and Canada.

For those parents wanting to get involved in a tree-planting activity with kids, following are a few tips, to help successfully grow seedlings in the backyard:

1. Choose a tree seedling that's indigenous to the area.
2. Before planting trees, soak

the roots in water for three to six hours.

3. Plant each tree in a hole that is twice as wide as its roots. Remove any surrounding grass.

4. Plant each tree so the roots are just below the ground.

5. Partially fill each hole, packing soil around tree roots.

6. Finish filling each hole with soil, packing it down with your heel.

7. After watering each tree generously, place a two-inch deep ring of mulch that is three feet in diameter around the base of each tree.

8. When the weather is dry, water each tree every week or 10 days during the first year.

9. Depending on growing conditions, the trees should grow at a rate of about one foot per year.

Remember, even one tree makes a difference: the net cooling effect of a young, healthy tree is equivalent to ten room-size air conditioners operating 20 hours a day, according to the U.S. Dept. of Agriculture.

To learn more about obtaining tree seedlings of your own and making a difference in your own neighborhood, visit the Teaching Kids to CARE Web site at www.doubletree.com/teachingkids to care.