



## **NEW YORK RESTORATION PROJECT, CITY YEAR NEW YORK AND BANK OF AMERICA CELEBRATE 40<sup>th</sup> ANNIVERSARY OF EARTH DAY BY PRESENTING “ROOT FOR NEW YORK” CORPORATE CHALLENGE**

### ***300 Volunteers to Plant Over 100 Street Trees in Northern Manhattan To Advance MillionTreesNYC Urban Forest Movement***

**NEW YORK – April 12, 2010** – New York Restoration Project (NYRP) and City Year New York, two of the City’s most respected non-profit organizations, are again joining forces this Earth Day (Thursday, April 22) to bring more natural beauty to the Big Apple. The second annual, one-day “Root for New York” Corporate Challenge will bring together more than 300 employees from some of New York City’s hometown corporations to plant trees in Northern Manhattan’s Washington Heights neighborhood.

Bank of America is digging in by serving as the events lead partner, and will bring over 100 of its employees to green Washington Heights. Other corporations supporting the day’s tree planting activities include American Express (75 employees), Deutsche Bank (40 employees), Legg Mason (20 employees), Fred Alger Management (20 employees), Computer Associates (20 employees) and Training the Street (20 employees).

Root for New York is one of many events taking place this spring to support MillionTreesNYC, a city-wide, public-private partnership between NYRP and the New York City Department of Parks & Recreation with the ambitious goal of planting and caring for one million new trees across the City’s five boroughs by 2017. To date, more than 316,000 trees have been planted throughout New York as part of MillionTreesNYC.

“Planting trees is not only one of the most beneficial and cost-effective ways to impact our natural environment, but improve the health of our city and its residents,” said Bette Midler, founder of NYRP. “We are thrilled to welcome Bank of America as our lead partner, and also to be collaborating once again with City Year as we continue to strive for our one million tree goal.”

By planting one million trees across the five boroughs, New York City will increase its urban forest, its most valuable environmental asset, by an astounding 20% while achieving the many quality-of-life benefits that come with planting trees. For instance, trees help clean the air and reduce the pollutants that trigger asthma attacks and exacerbate other respiratory diseases. They cool streets, sidewalks and homes on hot summer days. They increase property value and encourage neighborhood revitalization. In short, trees make the city an even more beautiful and comfortable place to live, work, and grow.

“The inaugural ‘Root for New York’ Corporate Challenge left a lasting impression on our volunteers, who know that countless New Yorkers enjoy the fruits of their labor on a daily basis,” said Jeffrey Barker, Bank of America’s New York City president. “Renewing our multifaceted support of this event is a reflection of our commitment to community service and environmental stewardship.”

Participants in the 2010 Earth Day Corporate Challenge will meet on Thursday, April 22 at the Harlem River Esplanade, at the corner of the Harlem River Drive and Dyckman Street in northern Manhattan. Registration for volunteers begins at 9 a.m. followed by an official Welcome and Kick-off at 9:45 a.m. During the course of the volunteer day, participants will plant over 100 trees on six streets in the Northern Manhattan neighborhood. In 2009, City Year joined NYRP and over 225 volunteers in planting hundreds of trees at five New York City Housing Authority (NYCHA) properties in East Harlem.

“There is a natural synergy between City Year and NYRP that makes us ideal partners for this project,” added City Year Executive Director Itai Dinour. “Not only are we adding life and beauty to a neighborhood that needs it, but we are also empowering individuals by demonstrating that they have the ability to significantly impact their community. That is a major goal of both organizations.”

### **About the Presenting Organizers**

**City Year** unites young people of all backgrounds between the ages of 17 and 24 for a year of full-time service, giving them the skills and opportunities to change the world. As tutors, mentors and role models, these diverse leaders make a difference in the lives of children and transform schools and neighborhoods at 19 locations across the United States and in Johannesburg, South Africa. City Year is a proud member of AmeriCorps. **City Year New York**, founded in 2003, serves in 20 public schools in four targeted zones: East New York, Harlem, Long Island City, and the South Bronx. For more information, please visit [www.cityyear.org](http://www.cityyear.org).

**New York Restoration Project (NYRP)** is a non-profit organization dedicated to reclaiming and restoring New York City parks, community gardens and open space. Since the organization's founding by Bette Midler in 1995, NYRP has achieved dramatic results by investing in the greening and beautification of underserved communities throughout New York City and educating thousands of residents about environmental issues. In partnership with the City of New York, NYRP is also leading MillionTreesNYC. For more information, visit [www.nyrp.org](http://www.nyrp.org).

### **Bank of America Corporate Philanthropy**

Building on a long-standing tradition of investing in the communities it serves, last year Bank of America embarked on a ten-year goal to donate \$2 billion to nonprofit organizations engaged in improving the health and vitality of their neighborhoods. Bank of America approaches giving through a national strategy called "neighborhood excellence" under which it works with local leaders to identify and meet the most pressing needs of individual communities. Bank associate volunteers contributed more than 800,000 hours in 2009 to enhance the quality of life in their communities nationwide. For more information about Bank of America Corporate Philanthropy, please visit [www.bankofamerica.com/foundation](http://www.bankofamerica.com/foundation).