



keep denton beautiful

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FOR IMMEDIATE RELEASE

Keep Denton Beautiful (KDB) Receives Award for Urban Forestry Efforts

Denton, TX – Keep Denton Beautiful, Inc. has been awarded the 2014 Outstanding Arbor Day Activities Award from the International Society of Arboriculture (ISAT), and the Texas Forest Service (TFS). The award is part of the Texas Community Forestry Awards Program, which recognizes excellence in urban forestry outreach and education.

In a news release from the Texas Forest Service, Urban and Community Forestry Coordinator, Paul Johnson, stated that the awards program “is an opportunity to recognize those individuals or groups who have gone above and beyond and are really showing people through their actions what we need to do to care for our trees, forests and woodlands.”

KDB received the Outstanding Arbor Day award for two of its tree-focused programs, the Denton Redbud Festival and Children’s Arbor Day. KDB Board members Kathy Glasschroeder and Karen McDaniels received the award on behalf of KDB at the 2014 Texas Tree Conference in Waco, Texas in early October.

The Denton Redbud Festival is Denton’s official Arbor Day event, a community festival, and a home and garden show featuring more than 70 booths with tree and plant sales, gardening products, landscaping services, and home improvement items. Held in April of each year, the Redbud Festival event traces its roots back to an annual Texas Woman’s University (TWU) Festival that was held from the 1930s until 1981 to celebrate the school’s beautification and tree planting efforts. In 1994, KDB gave the festival new life in honor of Denton’s legislative designation as the “Redbud Capital of Texas.”

In the week leading up to the Denton Redbud Festival, KDB provides urban forestry education presentations and distributes free Redbud tree seedlings to third grade students in Denton public and private schools through the Children’s Arbor Day Program. The program celebrates Arbor Day by providing students with basic information on tree planting, tree care, and the importance of trees in the Denton community. The Children’s Arbor Day Program has provided tens of thousands of trees to Denton-area children and their families since the first event was held by KDB in 1997.

The award-winning Denton Redbud Festival and Children’s Arbor Day Programs will return in April 2015, with the Redbud Festival scheduled for Saturday, April 18, and Children’s Arbor Day Presentations slated for Monday, April 13 through Tuesday, April 14 in participating Denton ISD and other schools. For more information on these programs, please contact Keep Denton Beautiful at (940)349-8737, or visit kdb.org.

Keep Denton Beautiful, Inc. is a nonprofit organization that offers community improvement opportunities and environmental education programs for the benefit of Denton neighborhoods, businesses, and residents of all ages. The mission of KDB is to inspire individuals to take greater responsibility for creating a clean and beautiful city through litter prevention, reduction of waste, and community beautification.

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Keep Denton Beautiful, Inc. is an affiliate of Keep Texas Beautiful and Keep America Beautiful.

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