



**\*\*\* MEDIA ADVISORY \*\*\***

**TreeVitalize Pittsburgh, Friends of the Riverfront, National Fish and Wildlife Foundation, WOED and FedEx to Activate Volunteers for Conservation Project**

TreeVitalize Pittsburgh and Friends of the Riverfront will lead a volunteer day with FedEx team members to help beautify a portion of the Three Rivers Heritage Trail along the Ohio River by cleaning the river side, planting flowers and trees and setting up a kayak launch area through a grant program sponsored by FedEx and the National Fish and Wildlife Foundation (NFWF). The project is part of a three-week activation in six major U.S. cities to pair FedEx team members with local nonprofits for a day of service to address the most pressing urban environmental challenges. TreeVitalize Pittsburgh was selected by FedEx and NFWF to receive the grant because its project maximized philanthropic and volunteer resources to improve air and water quality and enhance community spaces in urban areas.

**WHEN:** Friday, May 7, 9 AM -12 PM

**WHERE:** Westhall Street  
Pittsburgh, PA 15233

**SPOKESPEOPLE:** FedEx team member volunteers  
National Fish and Wildlife Foundation representatives

**VISUALS:** Volunteers will help beautify a portion of the Three Rivers Heritage Trail along the Ohio River by cleaning the river side, planting flowers and trees and setting up a kayak launch area.

**BACKGROUND:** TreeVitalize Pittsburgh secured a \$25,000 grant from FedEx and the National Fish and Wildlife Foundation to beautify a portion of the public Three Rivers Heritage Trail along the Ohio River by planting trees. In addition, TreeVitalize partnered with WOED public radio station during their spring 2009 campaign. Thanks to WOED donors and an equal match from the Department of Conservation and Natural Resources, 100 seedlings and 6 trees will be planted along the river.

FedEx and NFWF have entered into a unique collaboration to address the most pressing urban environmental challenges in major U.S. cities. Through FedEx and NFWF, more than \$1 million in grants have been awarded in 2010 to local nonprofits in Los Angeles, Memphis, New York City, Pittsburgh, San Francisco and Washington, D.C. In 2011, FedEx will expand the collaboration with NFWF to include Boston, Chicago, Dallas, Indianapolis, Philadelphia and Seattle.

The FedEx commitment to NFWF supports EarthSmart Outreach, which is a focus area of EarthSmart – a FedEx commitment to deliver innovations to meet ambitious sustainability goals. EarthSmart Outreach is a program empowering FedEx and team members to contribute to the community in environmentally-focused ways.

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Please visit <http://news.fedex.com/> for additional details about the program.

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