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America's Largest Fundraiser for Tree Research Concludes at The Morton Arboretum

STIHL Tour des Trees and Ride for Research cyclists finish their journey on July 24

WHAT: On Saturday, July 24, the STIHL Tour des Trees arrives in Lisle to cross the finish line at The Morton Arboretum. America's largest fundraiser for tree research, the STIHL Tour des Trees, is a weeklong, 500-mile cycling event to raise awareness of the need for research-based tree care.

On this final leg of the 2010 Tour des Trees, more than 50 local riders are expected to join the Tour cyclists for the Ride for Research, to raise money for the scientific research, education and scholarship programs administered by the TREE Fund.

The R4R departs at 8 a.m. from the Naperville Holiday Inn Select and finishes up at 2 p.m. at The Morton Arboretum, during the International Tree Climbing Championship presented by The Davey Tree Expert Company. A \$75 registration fee covers lunch, T-shirt, rider support, admission to the Arboretum and a tax-deductible donation to the TREE Fund. Registration is available online at www.stihltourdestrees.org until July 17; cyclists also may register the day of the event at the Naperville Holiday Inn Select.

Event sponsors, tour riders, TREE Fund staff and supporters will join local arborists, and the public at The Morton Arboretum for the closing ceremony of the 2010 STIHL Tour des Trees. The event will conclude with a tree dedication, sponsored by the TREE Fund and the International Society of Arboriculture, honoring the riders' dedication to tree care research and education.

WHO: Approximately 70 cyclists ride to benefit the Tree Research and Education Endowment (TREE) Fund, an international charitable organization dedicated to advancing knowledge in the field of arboriculture and urban forestry to benefit people, trees and the environment. Since its inception in 1992, the Tour has generated more than \$4.4 million for research, scholarships and education, and has funded hundreds of projects.

WHEN: Saturday, July 24
2:00 p.m.

WHERE: The Morton Arboretum



4100 Illinois Route 53
Lisle, IL 60532

SPONSORS: Sponsors of the 2010 STIHL Tour des Trees include Title Sponsor STIHL Inc., Crown Sponsor Bartlett Tree Experts, TREE Fund Partners Asplundh Tree Expert Co. and KASK America, Educational Programming Sponsor The Davey Tree Expert Company, Gold Leaf Sponsors Ameren, Rainbow Tree Care Scientific Advancements and Wright Tree Service, Inc., and Silver Leaf Sponsors Arizona Public Service, Bee, Collier Arbor Care, ComEd, Gamma Tree Experts, ITC Holdings Corp., Lewis Tree Service, Naperville Holiday Inn Select, National Grid, Navistar, The Care of Trees, UUSCO and West Coast Arborists.

MORE INFO: Visit www.stihltourdestrees.org or contact Kate Davis at 757-232-2526 cell

About the TREE Fund:

The TREE Fund's mission is to identify and fund projects and programs that advance knowledge in the field of arboriculture and urban forestry to benefit people, trees, and the environment.

The TREE Fund has supported research that has led to important developments in:

- Understanding air pollution reduction and carbon sequestration by trees
- Quantifying the costs and benefits of urban trees
- Improving conditions for tree growth in difficult sites
- Strategies to manage diseases and pests that affect urban trees

For more information, visit www.treefund.org.

About STIHL Inc.:

STIHL Inc. manufactures the number one selling brand of gasoline-powered handheld outdoor power equipment in America for homeowners and professional landscapers*, as well as the number one selling brand of chain saws in the world. STIHL products are sold through servicing power equipment retailers from coast to coast— not mass merchants. STIHL products sold through U.S. STIHL dealers are for distribution in the United States only. For more information or for the name a local STIHL retailer, call toll free 1-800-GO STIHL (1-800-467-8445) or visit the dealer locator on the STIHL Web site at www.stihlusa.com.

**"Number one selling brand" is based on syndicated Irwin Broh Research (commercial landscapers) as well as independent consumer research of 2009 U.S. sales and market share data for the gasoline-powered handheld outdoor power equipment category combined sales to consumers and commercial landscapers.*

STIHL is pleased to support the work of the Tree Research and Education Endowment Fund (TREE Fund), International Society of Arboriculture (ISA), the Tree Care Industry Association (TCIA), National FFA, Professional Landcare Network (PLANET), the American Tree Farm System (ATFS), and the National Association of State Park Directors (NASPD).

About Bartlett Tree Experts

The F.A. Bartlett Tree Expert Company was founded in 1907 by Francis A. Bartlett and is the world's leading scientific tree and shrub care company. The organization's current chairman, Robert A. Bartlett Jr., represents the third generation of Bartlett family management. Bartlett has offices in 25 U.S. states, Canada, Ireland and Great Britain. Services include pruning, integrated



pest and disease management, soil analysis and management, cabling and bracing, tree lightning protection systems and tree/stump removal. Its corporate offices are located in Stamford, Connecticut.

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