

## Norfolk Partners with GEICO to Dedicate Third Living Legacy Grove

The City of Norfolk, in partnership with GEICO, dedicated a living legacy grove at Poplar Hall Park at 11 am on Wednesday, April 20, 2011. Residents joined Councilman Paul R. Riddick, Councilman Barclay Winn and Councilwoman Angelia Williams along with GEICO Management, members of the GEICO Green Team and the GEICO Gecko to dedicate the grove as part of the City's "Celebrate! Trees" initiative.

In celebration of its 75<sup>th</sup> anniversary, GEICO sponsored the third living legacy grove in Norfolk. The living legacy groves use donations from residents and businesses to establish planned groupings of native trees and plants. The other groves are planted at Lakewood Park and Lafayette Park.

"Celebrate! Trees" is an environmental initiative of Mayor Paul D. Fraim and is designed as a community partnership that gives residents and businesses a reason to celebrate and grow Norfolk's tree canopy.

Trees provide many benefits, including improving water quality, conserving energy, lowering city temperatures, reducing air pollution, enhancing property values, providing wildlife habitats, facilitating social and educational opportunities, and beautifying the city.

In the coming years, Norfolk's goal is to increase the tree canopy from 33% to 40%, the recommended percentage for cities east of the Mississippi River. Residents and businesses can help increase the canopy by: making a donation to the Living Legacy Grove fund, which will be used to plant trees in a designated public park or open space area; planting a tree on their property; or contacting the City of Norfolk to request a tree on the City-owned median or curb area in front of your home or business

Visit <http://celebratetrees.norfolk.gov> for more information on the living legacy grove dedication or how you can participate in the "Celebrate! Trees" initiative.



Councilmembers Paul Riddick, Barclay Winn and Angelia Williams with members of the GEICO team at the dedication of the City's third Living Legacy Grove.