press release



FOR IMMEDIATE RELEASE

San Francisco, CA - October 20, 2003

Straun Edwards of Arborwell receives Canopy Award for helping to restore Palo Alto's historic trees!

On October 8, 2003 the non-profit tree advocacy group, "Canopy - Trees for Palo Alto," presented Straun Edwards, Arborwell's Safety and Operations Officer, with the Arnold Soforenko Award for his special care and skilled supervision in restoring the historic trees along San Francisquito Creek in Palo Alto. It turned out to be one of the largest tree pruning and maintenance projects in Palo Alto, and in California, extending from El Camino Real to the historic "Governor's Lane" area of Stanford University. It included trees that had not been pruned for at least a century!

And as the award states, Straun's watchful eye ensured "that not one errant cut would be allowed to destroy what nature had spent a century growing." Dave Dockter, City Arborist of Palo Alto, nominated Edwards and said that the scope of the project was immense and the work on the massive trees had to be delicate. The pruning of the historic area "would be the most important activity the trees would ever experience," he said.

With constant environmental impact problems and concerns, this huge project was 20 years in the making and total development cost \$342 million, but well worth the effort.

Straun's concern and skill with these historic trees will help to preserve and protect this important area for future generations.

Arborwell is a customer driven, professional tree management company; committed to providing flawless execution of Arboricultural services that enhance the beauty, health, safety and value of trees. It values customers, employees and its community while contributing to and saving a healthy sustainable environment through the management of trees.

Contact Arborwell at: 1.888.969.8733 www.arborwell.com