

FOR IMMEDIATE RELEASE

**ARBORWELL RECEIVES PROFESSIONAL COMMUNICATIONS
AWARD FROM THE TREE CARE INDUSTRY ASSOCIATION
Tree Care Company Acknowledged For Outstanding
Accomplishment in Marketing**

Hayward, CA - February 6, 2014 - Arborwell, California's leading commercial tree care company is proud to announce it has been awarded with a 2013 Professional Communications Award from the Tree Care Industry Association.

With nearly 100 submissions this year, TCIA evaluated each entry on the overall appearance, content quality, adherence to American National Standards Institute and its success in achieving the company's marketing and communications goals.



The honored marketing piece was Arborwell's Guide to Tree Wellness, a detailed plant health care treatment and timing reference book. The purpose of the book is to provide a tool and knowledge source for Arborwell's landscape and property management clients. The distribution of the books was paired with personal educational seminars covering common tree health issues and PHC hot topics. The Guide to Tree Wellness was also translated onto the Arborwell website, and may be viewed at www.arborwell.com/seasons.asp.

"We are honored to have been acknowledged for our Guide to Tree Wellness," says Kimberly Taylor, Arborwell's Director of Marketing. "This piece furthers our initiative to educate our client base about proper tree care and how they can best protect their landscape assets."

Andy LaVelle, President of Arborwell, is equally as thrilled about the honor. "Our comprehensive marketing strategy is what helps keep Arborwell moving onward and upward," says LaVelle. "This piece in particular is an incredible tool for our client base when it comes to navigating the world of plant health care."

About Arborwell

Arborwell is a professional tree management company that provides arboricultural services that enhance the beauty, health, safety, and value of trees. Their team of ISA-certified arborists studies each tree's overall system to ensure longevity and vitality from the ground up. Arborwell offers tree pruning, removal, preservation, installation, plant health services, and arborist consultations to contractors, commercial property managers, golf courses, municipalities, and residential properties. Arborwell serves all of California.

About the Tree Care Industry Association (TCIA)

Founded in 1938, TCIA is a public and professional resource on trees and arboriculture. It has more than 2,000 member companies who recognize stringent safety and performance standards and who are required to carry liability insurance. TCIA also has the nation's only Accreditation program that helps consumers find tree care companies that adhere to industry standards for quality and safety; maintain trained, professional staff; and are dedicated to ethical and professional business practices. With access to the latest and best safety standards and training, the typical TCIA member company has 50% fewer accidents than a typical non-member. To learn more about TCIA's Professional Communications Award program, visit TCIA.org.