

FOR IMMEDIATE RELEASE

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Arborwell.com Earns National Tree Care Industry Award

Arborwell, a Hayward based professional tree management company, has just been awarded the Professional Communications Award by the Tree Care Industry Association (TCIA) for the development their website Arborwell.com. The award honors marketing and communications excellence within the tree care industry.

"As part of Arborwell's overall marketing strategy, Arborwell.com was created to provide a central site that customers and prospects can come to schedule appointments, apply for employment as well as provide meaningful information to care for the health safety and beauty of trees," commented Peter Sortwell, President of Arborwell. "Our branding, marketing along with our web presence has come a long way since our initial site was rolled out in 2002. Our focus on search engine optimization and web advertising we believe is one of the many reasons have been experiencing our growth in the Greater Sacramento."



About Tree Care Industry Association

Established in 1938 as the National Arborist Association, today's TCIA is a trade association of more than 2,000 commercial tree care firms and affiliated companies. TCIA develops safety and education programs, standards of tree care practice, and management information for arboriculture firms around the world. Through TCIA's Accreditation program, consumers can be assured of hiring a professional, ethical tree care company that has been inspected by TCIA for proper business practices, professional employees, quality service and customer satisfaction.

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.

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