

"Big Checks" awarded for First Downs for Trees program

Ceremonies at Lambeau Field and Natural Resources Board meeting

By [Tracy Salisbury](#), Northeast Region Urban Forestry Coordinator
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The 2012 First Downs for Trees program started out with a bang with a big check ceremony at Lambeau Field on December 15. The event was highlighted with 2 checks being presented to the DNR. The first check was from the Green Bay Packers in the amount of \$16,000 and the second check from the US Forest Service for \$31,621.72. This money will be used to purchase trees to be planted in Brown County communities and the Oneida Tribe. The goal is to plant approximately 1000 trees next spring. Darrell Zastrow (DNR Deputy Forestry Division Administrator), Tony Ferguson (Director, Northeastern Area, US Forest Service) and Mark Murphy (Packers President & CEO) were all on hand to talk about this exciting program.



Posing in the atrium of Lambeau Field on December 15 with the donation from the Green Bay Packers are (left to right): Aaron Popkey (Packers Public Relations); Darrell Zastrow (Division of Forestry Deputy Administrator); Mark Murphy (Packers President and CEO); Tony Ferguson (USDA Forest Service, Director of the Northeast Region, State and Private Forestry); and Tracy Salisbury (Urban Forestry Coordinator in Northeast Region and manager of this awesome partnership project).



DNR Deputy Forestry Division Administrator Darrell Zastrow thanks Tony Ferguson for the Forest Service grant and Mark Murphy of the Packers for their donation. In the first year of the First Downs for Trees, more than 400 trees were planted in 22 municipalities. The goal is to increase that to 1,000 trees in as many as 26 Brown County communities in 2012 - the second year of the program. For 2012, the Packers will be awarding three trees for each of their first downs - an increase from the two trees per down in 2011. Yet another reason to cheer for the Green and Gold - GO PACK!



An excellent turn-out of television, radio and newspaper reporters listen as Darrell Zastrow describes the "First Downs for Trees" program that began last year as a way to help the Green Bay Packers offset its carbon production when flying to away games. By donating trees to be planted based on first downs, the team reduced its carbon footprint and municipalities in Brown County were able to meet urban forestry and community goals. Media coverage of the ceremony (click above photo for more info) reached more than 350,000 people and is valued at more than \$10,600.

All photos taken by Trisha Ossmann, DNR