

# NEWS FROM CLIFFSIDE PARK

FOR IMMEDIATE RELEASE:  
August 12, 2010

CONTACT: Bill Maer  
(732) 233-2584

## CLIFFSIDE PARK ANNOUNCES NEW GREEN INITIATIVE PLANT A TREE AND HELP THE ENVIRONMENT

(Cliffside Park) - As part of Cliffside Park's effort to be more environmentally sensitive, the Borough's Green Committee of Cliffside Park, has just created a Tree Planting program.

"This new program will encourage individuals to plant trees throughout the borough," said Mayor Calabrese. "This program will occur at no cost to the taxpayer."

"The Green Committee is continuing to green our town and to contribute to the health and welfare of our citizens," said Councilman Ken Corcoran, who is the liaison with the Green Committee. The Green Committee was formed last year, and is charged with creating programs to improve the environment in the Borough.

The Committee has just formalized an agreement with Mike McGowan, the owner of Plant A Tree in North Bergen. Under this program an individual can select a tree from this list of trees: Purple Leaf Plum, Linden, Maple, and Flowering Cherry. Each tree is \$100.00, tax deductible, and this price includes the tree being professionally planted. The check should be made out to the "Borough of Cliffside Park - Tree Fund" and sent to: Borough of Cliffside Park, Attn: Chief Financial Officer, 525 Palisade Avenue, Cliffside Park, NJ 07010.

With each tree, an individual is entitled to a plaque, that would have a simple, one line dedication. These trees will be planted throughout the town and may be purchased for any occasion, e.g. Births, Deaths, Christenings, Namings, First Communion, Bar and Bat Mitzvahs, Confirmations, Weddings, Anniversaries, Graduations, etc. If interested, please contact Mickey Appleman, Ph.D. at (201) 224-8607.

"Purchasing a tree is a way to honor a person or mark an occasion," added Councilman Corcoran. The planting of the trees increases everyone's property values and reduces energy usage and costs for all residents.

"Non-Cliffside Park residents are welcome to participate in this program although the trees will be planted in Cliffside Park," concluded Corcoran.