



For Immediate Release Contact:
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Baptist Crossroads Foundation
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New Orleans to Celebrate National NeighborWoods Month

Sponsored by The Home Depot Foundation

New Orleans – October 1, 2006. Baptist Crossroads Foundation today announced that it will plant/maintain 62 trees as part of their Florida Housing/Katrina Rebuilding Planting. This event is one of more than 100 regreening efforts throughout the country being promoted during October, which has been declared National NeighborWoods Month by the national nonprofit, the Alliance for Community Trees (ACT). Baptist Crossroads Foundation is a member of ACT's NeighborWoods Network.

Inspired by a vision and stirred by Mayor Ray Nagin's words that "home ownership is the most important factor in lifting a family out of poverty," this project will provide shade for 40 affordable homes in the Upper Ninth Ward by planting and caring for 62 trees and engaging more than 1,792 volunteer hours. Prior to planting and maintenance, the LSU Agriculture Center will train volunteers.

The Ninth Ward in New Orleans is a neighborhood of fond memories for many former residents. Unfortunately, for a large number of those who now live in what is the city's largest municipal subdivision, their days are punctuated by violence, drugs, and poverty. Their neighborhood cries from neglect. In this neighborhood, the residents are predominantly African-American families of five or more, 60% are school-aged children, and the average household income is \$12,210.

"It's great to be working on an important regreening effort at a time when other organizations are doing so as well," said Mike Flores. "Part of our goal is to draw attention to the good work being done at the grassroots level all across the country to improve urban and community forests."

Baptist Crossroads Foundation's celebration will take place as follows:

Oct 20, 9 a.m. to 12 p.m.

Oct 21, 9 a.m. to 12 p.m.

Right of way between Alvar and N. Roman Sts.

"Having local organizations like Baptist Crossroads Foundation participate in National NeighborWoods Month helps us show the cumulative effect of a burgeoning urban and community forestry movement," said ACT Executive Director Alice Ewen Walker. Founded in 1993, the Alliance for Community Trees is a national coalition of 97 nonprofit organizations engaged in urban and community forestry. Its members are dedicated to grassroots community greening, public education, policymaking, job training, environmental design and other activities that support better urban forest stewardship.

Strategically planted trees contribute to energy conservation, improved children's health, increase property values, lower crime rates, save municipalities money through savings in stormwater management infrastructure, and encourage shoppers to linger longer. For example, children in neighborhoods with fewer trees have five times less lung function and higher school absences. Shaded streets require about 60% less sealant roadwork than unshaded streets. It is estimated that for every \$1 a city invests in trees, it receives up to \$3.74 in benefits.

NeighborWoods Month is sponsored through a generous grant from The Home Depot Foundation. "National NeighborWoods Month offers a unique opportunity for people to understand the contributions of trees to the health, beauty and livability of their communities," said Kelly Caffarelli, executive director of The Home Depot Foundation. "By partnering with ACT and local NeighborWoods organizations like Baptist Crossroads Foundation, The Foundation is able to further its goals of investing in the overall health and success of our communities."

About The Home Depot Foundation

The Home Depot Foundation was created in 2002 to further the community-building goals of The Home Depot by providing additional resources to assist nonprofit organizations in building affordable, efficient and healthy homes throughout the United States and Canada. The Home Depot Foundation administers grant-making programs in the areas of "Affordable Housing, Built Responsibly" and "Community Trees – Healthy Neighborhoods." Since its formation, The Home Depot Foundation has granted more than \$25 million to nonprofit and government organizations throughout North America. For more information, visit homedepotfoundation.org.

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