



**FOR IMMEDIATE RELEASE**

Contact: Pam Gibson  
Organization: TreePeople  
Phone number: (310) 228-8430  
email: [pgibson@treepeople.org](mailto:pgibson@treepeople.org)



**FRUIT TREE GIVEAWAY FESTIVAL:  
1,100 Free Fruit Trees for 1,100 Families**

**SATURDAY, March 9, 2013, 10 AM – 2 PM  
ROGER JESSUP PARK, 12467 OSBORNE STREET, PACOIMA, CA 91331**

*Residents of the Northeast San Fernando Valley will pick up their free bare-root fruit trees, learn proper planting and pruning techniques, and leave prepared to grow their own healthy, fresh fruit from trees that also clean the air, beautify neighborhoods, filter rainwater, and shade streets and buildings.*

**Pacoima, CA, February 19, 2013**—[TreePeople](#), partnering with [Meet Each Need With Dignity \(MEND\)](#), [Our Lady of the Holy Rosary](#), [State Senator Alex Padilla \(20<sup>th</sup> Senate District\)](#), [Project Youth Green](#), [Network for a Healthy California – Latino Campaign](#), and [Pacoima Beautiful](#), offer a “Fruit Tree Giveaway Festival” for the residents of the Northeast San Fernando Valley. The festival takes place on Saturday, March 9, 2013, from 10 a.m. to 2 p.m. at Roger Jessup Park in Pacoima. 1,100 bare-root fruit trees will be distributed for free to 1,100 families who pre-register. This is part of an [annual free fruit tree distribution by TreePeople](#), a nonprofit organization that supports Angelinos to plant and care for trees to make their city healthier and more sustainable. Since 1984, TreePeople has distributed more than 110,000 trees in Greater Los Angeles.

The Fruit Tree Giveaway Festival is designed to empower community residents to take hold of their access to healthy, fresh, locally grown fruit by growing their own fruit trees. “TreePeople is proud to strengthen our partnerships with these stellar community organizations through the Fruit Tree Giveaway Festival,” said Pam Gibson of TreePeople. “Not only will families receive free fruit trees, but TreePeople will be teaching proper planting and care so these trees will provide healthy food for the families of the Northeast Valley.”

The Fruit Tree Giveaway Festival will feature numerous activities, including a farmers market, local vendors, healthy cooking demonstrations, home gardening tutorials, and music. TreePeople will be conducting Fruit Tree Planting & Care workshops, ensuring the success of each fruit tree distributed. Project Youth Green will give guided tours of their four-acre community revitalization project that focuses on youth education and community gardening, located at Roger Jessup Park.

# # #