10 Schools Win to Help Restore Station Fire Burn Areas:

TreePeople-Edison International TreeByTree Social Media Campaign Sends Students to Mountains

LOS ANGELES, Calif., February 14, 2013—Students from 10 southland middle and high schools have become champions for the environment via TreeByTree, a five-week social media campaign cosponsored by TreePeople and Edison International on Facebook.

TreeByTree allowed students from 17 schools to submit weekly photos of their school's environmental activities. Daily voting across the Facebook community decided the 10 winners, who garnered between 366 (John F. Kennedy Middle College High School) and 1,550 (Norwalk High School) votes apiece. In a series of sponsored field trips in March and April, each winning school will be able to bring 50 students to join in TreePeople's multi-year effort to restore the fire-damaged Angeles National Forest ecosystem by planting native Jeffrey and Coulter pine seedlings. TreePeople and Edison International are proud to announce they will organize all-expenses paid field trips for students from Norwalk High School, Franklin Classical Middle School, Hughes Middle School, Hawthorne Middle School, San Gabriel Christian School, Eleanor Roosevelt High School, Bell Gardens High School, Santa Monica High School, Jefferson Leadership Academies, and John F. Kennedy Middle College High School.

TreeByTree was launched to inspire and engage middle and high school students while simultaneously encouraging families in Southern California Edison's (SCE) service territory to support the cause by switching to paperless billing. Over the five weeks of the campaign, SCE secured nearly 1,500 customer commitments to give up paper statements. *(more)*

"Last year, Edison International gave 19.2 million shareholder dollars to thousands of nonprofits in our service territory, including TreePeople," said Tammy Tumbling, director of Philanthropy and Community Investment for Southern California Edison. "The Angeles National Forest remains in dire need of human intervention following the devastation of the 2009 Station Fire. Edison International is very pleased to work side-by-side with TreePeople and the winning schools to restore the Angeles."

Edison International's support of charitable causes is entirely funded by shareholders. Southern California Edison customers do not pay for donations in their utility bills.

The 2009 Station Fire was one of the largest in the county's history, ravaging more than 160,000 valuable acres. What happens in the Angeles National Forest directly affects the life of every Los Angeles County resident because the forest provides 35% of the county's drinking water and encompasses 72% of its open space. In the spring of 2011, TreePeople and the U.S. Forest Service, through a partnership now known as Forest Aid: Angeles, began enlisting thousands of volunteers to plant thousands of trees a year on 75 acres that run along major roads, including the scenic Angeles Crest Highway. In the past two years 22,660 seedlings have been planted by more than 150 TreePeople Angeles Restoration Supervisors and more than 2,000 volunteers. This year's goal is 15,000 more trees.

"We were amazed by the enthusiasm of the students who showed off their schools' environmental initiatives and inspired people to vote for them on Facebook during TreeByTree," says TreePeople's Forestry Director, Julie Prejean. "These young people are going to make a big impact in helping to heal a heavily damaged area of the Angeles National Forest."

The young environmentalists will receive instruction from staff from TreePeople and Forest Aid: Angeles, as well as SCE employees who trained as volunteer leaders. Working near the Chilao Campground, they will learn the proper way to plant the pine seedlings where they are most needed, and how best to care for them. Depending on the terrain, each school group will plant anywhere from 500 to 1,000 new trees during their visit.

Edison International (edison.com), the parent company of Southern California Edison (sce.com), supports TreePeople's Urban Forestry Initiative. Edison International is the latest business to collaborate with TreePeople to drive environmental initiatives in Los Angeles-area schools and communities.

Photos of individual schools' projects available on request.

For more information, visit the TreeByTree page on Facebook.   *(more)*

About TreeByTree
A five-week Facebook campaign, during which participating students from 17 Los Angeles area middle and high schools posted photos of environmental initiatives they conducted on their campuses and in their communities. Facebook users voted daily for their favorite projects, earning the students sponsored field trips to the Angeles to help with much needed restoration in fire-damaged areas.

About Southern California Edison
Since 2009, Edison International has given nearly $8.7 million to programs that promote environmental responsibility. If every SCE customer signed up for paperless billing, 47,000 trees could be saved each year. Visit www.sce.com.

About Forest Aid: Angeles
Forest Aid began as a partnership with the United States Forest Service, the San Bernardino National Forest Association and TreePeople to replant fire-damaged areas of the San Bernardino National Forest, and continues in the Angeles National Forest. This partnership is based on a simple belief: that a single person planting a single tree can help revitalize fire-damaged areas, affect climate change, clean the air, capture rainwater and build a sense of community. For more information, visit www.forestaid.net.

About TreePeople
Founded nearly 40 years ago by teenagers, TreePeople is an environmental nonprofit that unites the power of trees, people, and nature-based solutions to grow a greener city. TreePeople involves people of all ages in environmental education, forestry programs, demonstration projects, and policy outreach, with the goal of making Greater Los Angeles a healthier and more sustainable city. To learn more, visit www.treepeople.org.

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