



TAMPA BAY REFORESTATION AND ENVIRONMENTAL EFFORT, INC.

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For Immediate Release

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ESURANCE® ST. PETE BEACH TREE-ATHALON

Esurance (<http://www.esurance.com>), the direct-to-consumer auto insurance company that helps Florida residents “save some green,” is sponsoring a volunteer tree-planting event in St. Pete Beach, Florida (<http://stpetebeach.org>). The event is slated for Saturday, September 24, 2005 starting at 10:00 A.M. at Lazarillo Park and volunteers are needed.

Coordinated through the efforts of the City of St. Pete Beach Parks Division and the Tampa Bay Reforestation and Environmental Effort, Inc. (<http://www.treeinc.org>), nine varieties of Florida native trees will be planted at six parks located throughout St. Pete Beach at this event.

Volunteers are requested to bring shovels, dress appropriately, wear gloves or hats and use sunscreen. Free food and drinks will be provided for tree planting volunteers after the plantings are completed at Ron McKenney Park in St. Pete Beach.

For more information on this volunteer tree-planting project, please contact Mr. William Moriaty, T.R.E.E. Inc. President at (813) 754-4470, or Ms. Amanda DeArmon, Leisure Services Secretary with the City of St. Pete Beach at 727-363-9274.

08/24/05

T.R.E.E. Inc. B.P. #05-207