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**FOR IMMEDIATE RELEASE  
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## **Londoners' Honouring the Past, Embracing the Future: High-tech Changes for Veterans Memorial Parkway**

LONDON, Ont. – On Saturday, October 4, the award-winning Veterans Memorial Parkway Community Program (VMPCP) will lead its fourth annual planting along the Parkway. 700 volunteers will be planting double the number of trees over last year's event. In total, 720 trees will be planted which includes 100 Regal Petticoat Maples—a breed that has its own special story.

“This year's planting brings together a couple of very high-tech changes that we hope will move this project even closer to successful completion,” says Barry Sandler, executive director, VMPCP. “For the first time, we are planting a very special tree and using a new-to-the-City tool.”

Despite the fact that the VMPCP trees have an above-average survival rate (over 90% survived the harsh 2013/2014 winter), this year's planting will be introducing 100 Regal Petticoat Maples. These trees have characteristics perfectly befitting the harsh Parkway conditions:


- A Canadian tree discovered in Nova Scotia
- Extremely tolerant of road salt and exceptionally disease resistant
- Ability to thrive in a variety of soil types and pH ranges, making it tougher than standard maples
- A true hardwood reaching mature height quickly, with the strength to withstand wind, ice and snow load
- Boasts a beautiful copper coloured Spring leaf enrobed in crimson elongated bud scales, turning to a dark green upper surface and deep burgundy underside in Summer, and salmon, pink and yellow in Fall

All of the trees this year will benefit from a new 48” unique tree auger, purchased by VMPCP partners, an ideal, high-tech tool to improve success rates for newly-planted trees. Research determined that the 48” hole would be best for the 250-300lb. trees; however one was not available for rental in Southwest Ontario. “Essentially, our partners have stepped up to help us combine the best of high-tech for this year's planting—a high-tech tree, a high-tech auger. The VMPCP is grateful to bring together volunteer ‘professionals’, future professionals and an engaged community.” Students and graduates from Fanshawe College's top-ranked Horticulture Program will lead planting teams at each site.

Other sponsors/partners include: The City of London, Scouts Canada – London Area, London resident and business owner Ron Postian, Talbot Marketing, TD Friends of the Environment, StarTech.com, Stihl Canada, Try Recycling, Landscape Ontario Horticultural Trades Association, Parkwood Institute and Revera Retirement Homes.


Tree planting operations begin at 9:30 a.m. as volunteers are dispersed from the Starlim parking lot located at 325 Tartan Drive. The planting will be followed by a BBQ at 11:30 a.m., live entertainment and speeches thanking all contributors for their hard work.

The event delivers a powerful message, bringing together local businesses, the municipality and members from across the London community to create a lasting, living tribute that honours our veterans.




Honouring the past. Embracing the future.

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The image features a vast, flat green field that stretches across the bottom of the frame. In the distance, a thin line of trees is visible against a plain white background. The overall composition is minimalist and serene.

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