

# Honor Our Armed Forces.

**Plant A Tree In  
The Liberty Forest.**

*Have your photo taken  
with Sgt. Alvin York's  
Sons...Ask for details at  
booth number 6649.*



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## *Plant A Tree In The Liberty Forest.*

In the spring of 2002 at VFW National Headquarters in Washington, DC, AMERICAN FORESTS and the VFW Foundation announced a partnership to plant Liberty Trees as symbols of patriotism and freedom.

AMERICAN FORESTS ([www.americanforests.org](http://www.americanforests.org)) is the oldest citizens' conservation organization, founded in 1875, and a world leader in tree planting for environmental restoration.

The VFW Foundation is dedicated to improving the lives of veterans and service personnel, their families and their communities.

### **Liberty Trees...A Historic Legacy**

Liberty Trees have stood as symbols of freedom since colonial times. Early patriots in every town, village and hamlet of the colonies, designated a tree as their Liberty Tree. British troops, recognizing these trees for their symbolism, cut them down to undermine morale, but the practice continued. In 1999, the last surviving Liberty Tree succumbed to old age.

### **The Liberty Forest**

Following the 9-11 attack on the United States, the VFW Foundation and American Forests expressed a desire to initiate a national tree-planting project. American Forests and the VFW Foundation have launched a campaign to plant one tree for every active duty service man and woman in the Armed Forces. Currently, there are 1,384,000 active duty Armed Forces serving our nation.

A Liberty Forest will be planted in four strategic environmental restoration projects. Each member of the United States Armed Forces will receive a "Thanks For Serving" letter and a certificate acknowledging their own personal tree.

The environmental impact of the trees will be measurable and sustainable. Future generations will not only benefit from cleaner air, reduced pollution, improved wild life habitat and erosion control, they will see these living memorials as lasting reminders of our patriotic spirit and support for our troops in time of war.

### **Where You Come In**

Participating in this high-profile national initiative is simple.

You or your company can make direct dollar donations to support any number of service persons' trees. Plant one for each and every employee in your firm, one for each product you sell, one tree for every service person from your home state.

Point-of-purchase displays are available. Place them at your cash registers and let the public contribute, or start an "Add Two Dollars-Plant A Tree" campaign in your stores.

Product stuffers can let your customers know that each time one of your products is purchased, a tree is planted in honor of a member of our Armed Forces.

### **Benefits For You And Your Company**

Every member of the United States Armed Forces will receive a "Thanks For Serving" letter from American Forests, the VFW Foundation, and **YOU**.

**YOU** can promote your participation in Liberty Forests in product literature and advertising materials.

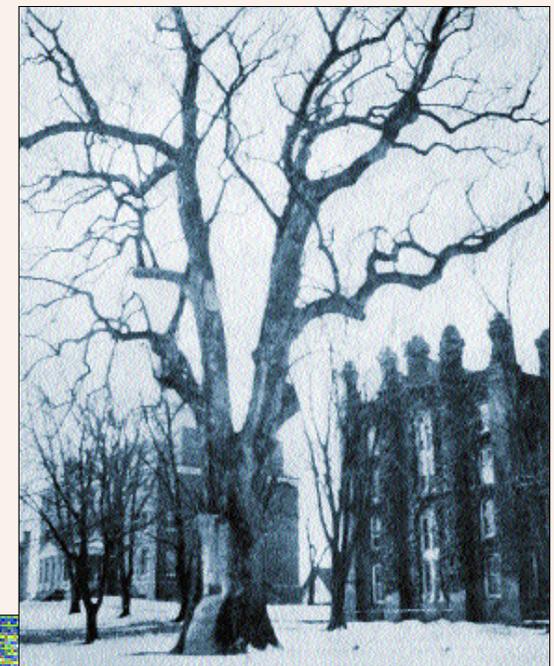
We will create special public relations events for **YOU** like planting trees at designated schools, at your local Veterans Memorial, or in your city.

**YOU** will gain an environmental stewardship image in your community, with your employees, vendors and customers.

**YOU** will be part of a national patriotic project that will be visible to countless citizens today and far into the future.

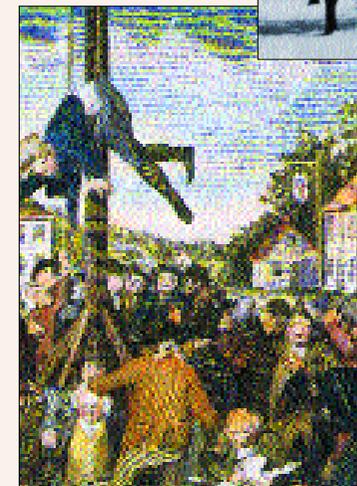
**YOU** will have given a morale boost to every brave man and woman in uniform when they learn that they have a personal, living memorial planted in their name, in the soil of the nation they love and serve.

**YOU** will be improving wildlife habitat.



*The last surviving Liberty Tree (a tulip poplar ) stood in Annapolis, Maryland. It died in 1999.*

*A Tory stamp agent is strung up by the seat of his pants on a liberty tree in Boston during the Stamp Act riots of 1765.*



*Special thanks to:  
The Providence Foundation for the Liberty Bell  
The Alvin York Foundation for WWI artifacts  
Thales Navigation for GPS equipment*



### **Get Involved Today**

**Contact:** AMERICAN FORESTS, Emerson Brantley, at 800-320-TREE (8733)

**Email:** [info@libertyforest.org](mailto:info@libertyforest.org)

**Write:** LIBERTY FOREST, 8701 Old Kings Road, Jacksonville, Florida 32219

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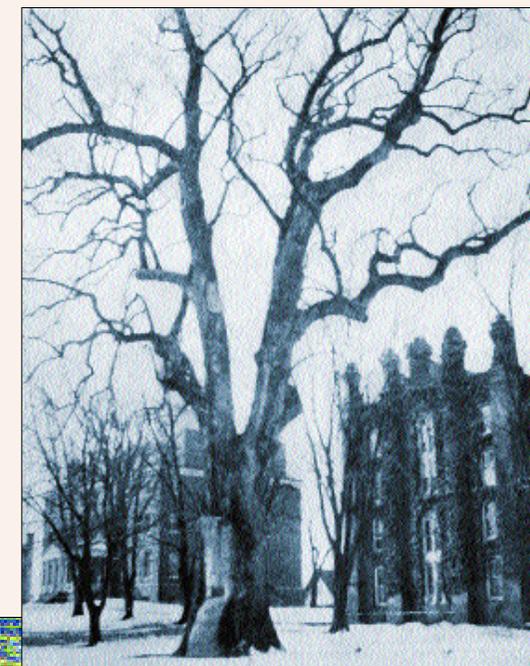
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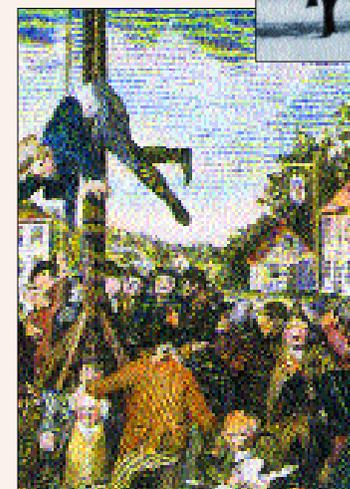
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