



# PRESS RELEASE

## PUBLIC RELATIONS, MEDIA & MARKETING

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### **FOR IMMEDIATE RELEASE**

Tuesday, September 14, 2021

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### **Keep the Midlands Beautiful and Forestry and Beautification Division installs plants on N. Main Median near Columbia College**

On Saturday, September 11, the City of Columbia Forestry and Beautification Division and Keep the Midlands Beautiful partnered to Beautify the N. Main Median, near Columbia College, with perennials such as hostas, gardenias, azaleas, and fall blooming asters.

The planting is possible thanks to the Arbor Day Foundation and the Bank of America's Community Resiliency Grant Program. Columbia received a \$250,000 grant to support efforts to increase the number of trees planted in low-and moderate- income neighborhoods.

The program also helps to drive more green infrastructure projects, expands tree equity, builds on sustainability efforts, and increases resiliency in urban communities most vulnerable to the effects of climate change.

Led by Keep the Midlands Beautiful, this project will focus on developing a new generation of youth environmental leaders who will engage in the sustainability of their community well after this grant awarding. The goals of the project include education outreach on environmental justice, volunteer engagement in beautification projects, multiple free educational workshops, and enrolling 20 youth in an instrumental tree stewardship internship program.

See the attached pictures from the planting and see how these volunteers gave a fresh, updated look to the N. Main medians.

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