

## One World, One Atmosphere: Why The Greening of Detroit Sells Trees for Private Property

We created the Tree Sale in 1992 to help Detroiters plant trees on their own property at an affordable price. That first year we purchased a few hundred saplings and gave them to Detroit residents who had been working with us on street tree planting projects in their neighborhoods. The Tree Sale has evolved since then. We charge a small fee for the trees now (because we find that the trees are more likely to be planted properly if they've been paid for.) We're also selling shrubs in addition to the trees these days, and we're distributing a couple of thousand plants rather than a few hundred. The major difference, however, is that we now welcome tree lovers from everywhere to our sale, instead of limiting the opportunity to people who live in the city.

Supporters of The Greening of Detroit have asked us why we sell trees so cheaply to people who aren't planning to plant them in the city. This is a valid question, and the answer is twofold. First, there's the simple fact that a tree planted anywhere on the planet helps the atmosphere everywhere on the planet. Second, we expanded the sale to accommodate people from outside the city because we think that once they've been introduced to The Greening of Detroit through our sale they'll support the rest of the good work that we're doing. We are willing to invest in developing these relationships because we believe that our mission will inspire our customers to make an investment in our cause in return for the good will we've displayed.

Thank you for your interest in our annual sale. Hopefully you'll find something in our selection this year that you'll want to add to your landscape, and maybe you'll even consider adding \$25 to your order to become a member of The Greening of Detroit. Happy planting!