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## **Enterprise Rent-A-Car to join local dignitaries and First Nations Chiefs to plant first tree at Lillooet reforestation ceremony**

***Watershed Fire and Restoration Project part of Enterprise's pledge to plant 50 million trees in honor of company's 50<sup>th</sup> anniversary***

**April 25, 2007 - (Vancouver, BC)** – A post-fire reforestation project near Lillooet, BC will break ground April 25, 2007, thanks in part to a financial donation from Enterprise Rent-A-Car, North America's largest rental car company. The planting, that will see the addition of 251,000 seedlings, is the first Canadian planting to be part of Enterprise Rent-A-Car's pledge to plant 50 million trees over the next 50 years in honor of the company's 50<sup>th</sup> anniversary.

The Mayor of Lillooet, Christ'I Roshard, along with local chiefs from the Bridge River Indian Band and T'it'q'et Reserve and other local business representatives are joining Enterprise Rent-A-Car Vice President and General Manager in BC, Tim Driscoll, for a presentation and traditional lunch in Lillooet and a ceremonial planting of the first tree on the reforestation site just outside of the town.

In 2004, several fires caused by lightning merged and burned significant portions of the Bridge River Indian Band's reserve lands near Lillooet. The fire also burned more than 50 percent of the main community watershed of the Band and the Village of Lillooet. The Band has strong ties to its lands and forests, and reforestation of the affected area was identified as high priority by Tree Canada and The Arbor Day Foundation.

"It is my privilege to be on hand today on behalf of Enterprise to participate in this very special ceremony," said Tim Driscoll. "To witness new seedlings being planted in an area devastated

by fire, to return it once again to a beautiful forest that supports both a culture and community, is both humbling and inspiring.”

Launched in October of 2006, the Enterprise Rent-A-Car’s *50 Million Tree Pledge* – is a historic commitment to plant 50 million trees over the next 50 years at a total cost of \$50 million U.S. in today’s dollars. The *Enterprise Rent-A-Car 50 Million Tree Pledge* brings together The National Arbor Day Foundation and its Canadian partner, Tree Canada, along with the U.S. Forest Service, in a long-term commitment to help restore public lands that are badly in need of reforestation.

### **Reforestation in Lillooet, British Columbia**

The District of Lillooet is located on the sage and pine covered bench lands of the Fraser River in South Central British Columbia. This location represents the junction of two major transportation corridors to the coast – Hwy 12 & the Trans Canada Hwy and Hwy 99 – which is the most scenic route connecting the Lower Mainland and the Interior.

To complete reforestation of the burned area in the watershed, 186 hectares (approx. 458 acres) of land will be planted with Douglas Fir seedlings. This reforestation project will help restore the lands for the social, economic, and ecological well-being of the Bridge River Band and the town of Lillooet.

“We are pleased to facilitate this exciting project on behalf of Enterprise Rent-A-Car and the US National Arbor Day Foundation”, said Michael Rosen president of Tree Canada. “This project demonstrates clearly the value of cooperation between the private sector, First Nations and not-for-profits like Tree Canada. It shows how far we at Tree Canada have come as we move towards planting our 75<sup>th</sup> millionth tree on this our fifteenth year”, he said.

“It was a great pleasure helping make this project a reality,” said Christian Walli, Tree Canada Community Adviser. “The cooperation between all the parties including Bridge River Band (Xwisten) and, T’it’q’ets Interior Savings Credit Union and the Town of Lillooet to restore these areas burnt by the 2004 wildfire, is a wonderful message”, he said.

### **About Enterprise Rent-A-Car**

Enterprise Rent-A-Car has more than 400 locations across Canada, including more than 20 locations serving airports, resulting in a total economic impact in Canada of more than \$1.5

billion annually. For the third year in a row and the seventh time in the past eight years, Enterprise ranks highest in the 2006 J.D. Power and Associates Rental Car Satisfaction Study, which includes both leisure and business travellers.

Enterprise Rent-A-Car was also recently ranked in the top 10 of BusinessWeek's list of "Customer Service Champs." This is the magazine's first-ever ranking of the best providers of customer service in which it evaluated the techniques, strategies, and tools each company uses to put the customer first.

Reservations can be made in the office, by phone or online. To locate the Enterprise office nearest you call 1-800-Rent-A-Car, or visit [www.enterpriserentacar.ca](http://www.enterpriserentacar.ca) .

### **About The National Arbor Day Foundation**

The National Arbor Day Foundation is a nonprofit, environmental education organization of nearly one million members, with a mission to inspire people to plant, nurture, and celebrate trees. More information on the Foundation and its programs can be found at [arborday.org](http://arborday.org).

### **About Tree Canada**

Tree Canada provides education, technical assistance, resources and financial support through working partnerships to encourage Canadians to plant and care for trees in an effort to help reduce the harmful effects of carbon dioxide emissions. In the past 15 years, Tree Canada has planted over 74 million trees, greened more than 400 schoolyards and staged seven successful Canadian Urban Forest Conferences while engaging many of Canada's top companies, municipalities and the public sector.

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