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**Kamloops Reforestation Project to Benefit from  
Enterprise Rent-A-Car's *50 Million Tree Pledge***

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

**June XX, 2007 - (Kamloops, BC)** – A post-fire reforestation project in Kamloops, BC is complete, thanks in part to a financial donation from Enterprise Rent-A-Car, North America's largest rental car company. The planting of 246,000 seedlings is the second 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.

A large portion of the Kamloops Indian Band Reserve was burned during the 2003 wildfire season, resulting in the loss of hundreds of hectares of forest. This reforestation program will help reestablish a forest for the local community and provide important wildlife habitat for a variety of species. It will also help reduce slope erosion in critical areas and provide new areas for First Nation cultural activities.

The Kamloops replanting is the second project Enterprise Rent-A-Car and its Canadian partner, Tree Canada identified as an area in need of reforestation.

On April 25, 2007 in nearby Lillooet, BC, Enterprise Rent-A-Car Vice President and General Manager in BC, Tim Driscoll, helped celebrate the ceremonial planting of the first tree at the first location to receive funding as part of the *Enterprise 50 Million Tree Pledge*.

“We hope these reforestation efforts, both the one in Lillooet, and the one in Kamloops, help Canadian forests, and the communities that rely on them, return to the way they were before the fires,” said Tim Driscoll. “It will take time, but Enterprise made a 50-year pledge and, together with Tree Canada, we will continue to identify reforestation areas and help restore them to their former glory.”

*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’s 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.

Michael Rosen R.F.P., President of the Foundation says, “Tree Canada is celebrating its 15<sup>th</sup> year, *Enterprise Rent-A-Car’s 50 Million Tree Pledge* will make a considerable contribution to Tree Canada reaching our goal of 75 million trees planted.”

### **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 travelers.

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.enterprise.com](http://www.enterprise.com).

### **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 almost 75 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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