



SOUL's largest tree planting takes place in Mid-City, Treme with the help of Whole Foods Market and the Rotary Club

Efforts beautify, provide cooling and reduce flooding in neighborhoods

NEW ORLEANS, LA., Jan. 23, 2018 --- Whole Foods Market, in partnership with local reforestation organization Sustaining Our Urban Landscape (SOUL) and the Rotary Club of Mid-City, are planting 150 trees in the Mid-City, Treme, and Lafitte neighborhoods in SOUL's largest tree planting to-date.

Approximately 70 households in these neighborhoods will have trees planted on their property by more than 150 community volunteers on Saturday, February 24.

"Planting trees is a tangible and affordable way to protect ourselves against the many forces that we are facing here, from flooding to the obesity epidemic," says Susannah Burley, SOUL's Founder and Executive Director. "We're excited to be partnering with Whole Foods Market and local Rotarians, who both want to advance change on a community level."

"As a company, we deeply value giving back to those who have helped us succeed. Whole Foods Market is incredibly grateful to be a part of this wonderful community and we are excited to be working closely with SOUL to plant trees in the Mid-City, Treme, and Lafitte neighborhoods," explains Laura Zappi, SW Executive Marketing Coordinator for Whole Foods Market.

SOUL typically plants native Live Oak or Bald Cypress trees, which can absorb up to 880 gallons of water a day per tree. "In addition to preventing flooding, healthy, mature trees can increase property values by up to 20percent and reduce household energy usage by 35 percent," Susannah adds. To receive a tree on your property, or to volunteer, please visit www.soulnola.org or call 504-616-6888.

About SOUL (www.soulnola.org)

SOUL is driving a resilient and environmentally equitable New Orleans through reforesting our urban landscape. By March 2018, SOUL will have planted 790 large, native trees in Mid-City, Broadmoor, and Algiers since its inception in June 2016. SOUL also maps and tracks every tree they plant to ensure their survival and measure their impact over the years. They also provide educational workshops and advocate for tree-friendly policies. SOUL operates as a program of the Trust for Conservation Innovation, a 5012(c)3 tax-exempt nonprofit organization which accelerates impact for initiatives focused on protecting and fostering a healthy, sustainable, resilient and equitable world.



About Whole Foods Market

For 39 years, Whole Foods Market has been the world's leading natural and organic foods retailer. As the first national certified organic grocer, Whole Foods Market has over 470 stores in the United States, Canada and United Kingdom. Whole Foods Market has been ranked one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 20 consecutive years. To learn more about Whole Foods Market, please visit media.wfm.com.

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