



Media advisory

Trees Winnipeg Introducing Emerald Ash Borer Preparedness Week

Week-long public-education campaign to target owners of private property with ash trees

Winnipeg, Aug. 8, 2019 – On Monday, **Trees Winnipeg** will launch **Emerald Ash Borer Preparedness Week** at an event on Ash Street to mark a week-long awareness campaign for private property owners. From **Aug. 12 - 18**, online materials will target residential and commercial property owners to explain the devastating effects of emerald ash borer on ash trees, outline best practices and options, and encourage planning.

Once EAB arrives, as it did in Winnipeg in 2017, up to 99 per cent of untreated ash trees die within two to 10 years. **About 72 per cent, or 256,000 of Winnipeg's 356,000 ash trees, are on private property.**

Once an ash tree dies from an EAB infestation, it is likely to fall apart quickly and in unpredictable ways. Many of Winnipeg's ashes are large, mature shade trees, meaning once they start to decay, they can become **hazards to property, vehicles and people.**

Media and the public are invited to attend a brief media event on Monday to officially launch Emerald Ash Borer Preparedness Week. A Trees Winnipeg spokesperson and certified arborist will speak briefly and bring greetings on behalf of Mayor Brian Bowman and Councillor John Orlikow. Nearby ash trees will be banded with EAB banners and a banner-cutting will take place.

WHAT: Launch of Emerald Ash Borer Preparedness Week
WHO: Trees Winnipeg
WHEN: Monday, Aug. 12, 2019 from 11:30 a.m. - 11:45 a.m.
WHERE: On the boulevard of Ash Street – specific block TBA

Green ash is the second most common tree species in the city, comprising of 30 per cent of the entire urban forest canopy.

Trees Winnipeg is a non-profit charitable organization dedicated to protecting, preserving and educating the public on the urban forests and urban environments in Winnipeg and surrounding communities. We accomplish this by offering events and programs that raise public awareness about the role, value and benefits of the urban forest, by providing education and training opportunities to the arborist community and the public, and by collaborating with like-minded organizations and community groups. Trees Winnipeg, formerly known as The Coalition to Save the Elms, was founded in 1992 in response to the heightened threat to Winnipeg's extraordinary American elm tree population by Dutch elm disease.

Please follow and share at hashtag **#EABpreparednessweek**

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