



Media advisory

Trees Winnipeg Launching Emerald Ash Borer Preparedness Week

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

Winnipeg, Aug. 12, 2019 – Media are reminded they are invited to a **Trees Winnipeg** event **this morning** on Ash Street to launch **Emerald Ash Borer Preparedness Week**. Ash trees will be banded with EAB banners and a banner-cutting will take place.

WHAT: Launch of Emerald Ash Borer Preparedness Week

WHO: Remarks by a Trees Winnipeg spokesperson and certified arborist

WHEN: Today, Aug. 12, 2019 from 11:30 a.m. – 11:45 a.m., rain or shine

WHERE: 400th block of Ash Street, west-side boulevard, between
Corydon and Grosvenor Avenues

Emerald Ash Borer Preparedness Week is a week-long awareness and education campaign from **Aug. 12 – 18** to help residential and commercial property owners learn more about the impact of the emerald ash borer (EAB) on ash trees. EAB was first detected in Winnipeg in 2017.

About 72 per cent, or 256,000 of Winnipeg's 356,000 ash trees, are on private property. Other cities that have experienced EAB have lost up to 99 per cent of untreated ash trees within two to 10 years. It is still uncertain how much EAB will impact Winnipeg. However, **once an ash tree dies from EAB, it dries out quickly and can become unstable and hazardous.** Many of Winnipeg's ash trees are large, mature shade trees, meaning once they start to decay, there may be risk to people, property and vehicles.

Green ash is the second most common tree species in the city, comprising of about one-third of Winnipeg's entire urban forest canopy. Ash trees on public land are valued at approximately \$437 million.

Throughout the week, the online campaign will explain the effects of EAB, outline best practices and options, and encourage property owners to plan.

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.

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

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