

Join the Treetures and Seed the World



Who are the Treetures?

Treetures represent an environmental education effort with a direct focus on trees. Developed by the children's author and product designer, Judith H. Blau. Treetures make up a community of whimsical characters that are dedicated to carrying the message of tree planting care. By learning the characters, children learn how trees function. Treeture activities combine education with entertainment and appeal to children ages 4 to 9.

What do Treetures stand for?

Treetures represent environmental awareness. Their goal is to teach children about the need for trees, how trees are used by both humans and animals and about the importance of planting and caring for trees throughout the world. The objective of the Treeture program is to encourage both children and adults to improve the environment through their personal actions. Planting a tree is an expression of acting locally and thinking globally.

How is the Treeture Environmental Education Program carried out?

The Treeture Program is carried out through...

1) Educational Materials

- Visit the Treeture Website www.Treetures.com
- *Growing Together With the Treetures*, an activity guides for educators developed by the National Tree Trust...available to "Growing Together Program" participants and through the Treeture Partners.
- Coloring books, *Color the Treetures*, *Color Our Earth with Trees*, posters, stickers and other fund raising materials available for purchase. Call 1-800-863-7175.

2) Tree Planting

- The Magic Treeture Forests, trees planted in the names of children are Global Releaf Forests established by American Forests. Individuals, groups and schools can plant Magic Forests trees for \$1 each (10 tree minimum.) Call 1-800-873-5323. Colorful Treeture certificates provided.

3) Costume Characters

- Treeture costume characters are managed by State Foresters, Urban Foresters, state agencies and other approved environmental organizations. Treeture costume characters visit schools and appear at environmental events to highlight and spread the message of tree planting and tree care.
- Treetures join Tim Womick on his "Trail of Trees," sponsored by the National Tree Trust, at events throughout the country.

Local Educational Program Availability...

The Johnson County Soil and Water Conservation District is home of "Sprig." Sprig is a **Treedom Fighter** whose job is to keep our forests safe and healthy. He protects old forests and helps to grow new ones.

Sprig is available for educational programs, tree planting ceremonies, outdoor lab dedications, and other youth events. See contact information below to schedule.

Facilitator workshops are available upon request (a minimum of eight participants is required).

For further information about programs or workshops, call Johnson County SWCD at 317-736-9540 or Brown County SWCD at 812-988-2211.



The Hoosier Heartland RC&D Council is a not-for-profit 501c3 corporation made up of Soil and Water Conservation Districts, County Extension Service Boards, and County Commissioners. We help people care for, conserve, and protect natural resources in a way that improves the areas, economy, environment, and living standards. We promote the wise use and management of resources through educational activities. The RC&D and its partnering organizations are equal opportunity program providers and employers. For more information about the RC&D call 317-290-3250 or log on to our website at www.hhrcd.org.

Treeture Information

Is There a Treeture in Your Area?

Corporate contributions, grants and personal donations can sponsor a Treeture Costume character in your area. The Treeture Program was designed to enhance the environmental education programs of state agencies and qualified non-profit tree planting and tree care organizations. For information concerning the contribution of a Treeture costume character to your area call 1-800-863-7175. Or, if you would like to sponsor a program in Hoosier Heartland area (Boone, Brown, Hamilton, Hancock, Hendricks, Johnson, Marion, Monroe, Morgan, or Shelby County), call us at 317-290-3250.

Treeture Costumes and Special Appearances

If you live outside of the Central Indiana area and are looking for information concerning Treeture costume characters for school visits, special event appearances or specific locations where Treetures appear as part of an environmental education program in your state call the Treeture Hotline 1-800-863-7175 or visit the Treeture Web Site, <http://www.Treetures.com>.



If you live in the Central Indiana area, please see the back panel for how to schedule an appearance or program. The Treeture program is available for educational use through a grant from Hoosier Heartland RC&D Council and the Johnson County Soil and Water Conservation District.



Treeture Corporate Sponsors

Corporations, businesses and other organizations are invited to join the program by sponsoring events, underwriting the purchase of costumes for their community or state, funding the development of Treeture educational materials and planting trees in the Magic Treeture Forests. If you are interested in helping to sponsor a program or a costume, please contact the Hoosier Heartland RC&D Council at 317-290-3250.

Who are the Treeture Program Partners and what are their roles?

The **USDA Forest Service** helps bring the Treeture Program together with community educators and state agencies to promote children's environmental education with a focus on tree care and tree planting.

The National Tree Trust, a non-profit organization, helps develop educational materials for the Treeture Program and sponsors Tim Womick's Trail of Trees Events.

American Forests, the nation's oldest citizen's non-profit conservation group, coordinates the Magic Treeture Forests, which are planted in the names of children.

The International Society of Arboriculture/Trees America, a scientific organization devoted to the dissemination of knowledge in the care and preservation of trees, acts as technical advisor to the Treeture Program.

Presenting
The

Treetures

Meet the Tiny
Guardians of Our
Forests...

