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## HOOPS TO HELP PLANT ONE MILLION TREES IN MILE HIGH CITY

**Denver CO** – Swingle Lawn, Tree & Landscape Care in partnership with the Denver Nuggets, the Mayor’s office and the Denver Parks & Recreation Department are all striving to help plant one million trees in the Mile High City by 2025.

Larry Baird, Marketing & Communication Manager at Swingle and James Younger, Account Executive for Corporate Partnerships with Kroenke Sports Enterprises, teamed up to create a cause marketing program appropriately named TREES FOR THREES with the Denver Nuggets to benefit the city’s Mile High Million Tree Initiative.

“This is a perfect fit for Swingle and the cause marketing programs that we develop to embrace an environmental and corporate responsibility. At the same time it brings a unique experience to our community’s sports fans,” said Baird. He hopes TREES FOR THREES will become a Nugget’s tradition that will also help the Mayor’s office reach their goals to plant one million trees in the Metro area.

Denver Mayor, John Hickenlooper is featured in the pre-game public service announcement that’s displayed on the Pepsi Center’s Jumbotron at every Nugget’s home game. The PSA explains that every time the Denver Nuggets score a 3-pointer during their home games, Swingle will help plant one more tree for The Mile High Million Tree Initiative.

When reached for comment, Mayor Hickenlooper said, “By connecting people with trees, the Mile High Million encourages citizens, businesses and community groups to invest in the future of our urban environment so Denver can be a more inviting place for future generations to live, work and play. We are grateful to Swingle and the Denver Nuggets for helping us promote the City’s Million Trees Initiative.”

According to Younger of Kroenke Sports Enterprises, “The Pepsi Center could not be happier to have Swingle as a new partner of the Denver Nuggets as 3-pointers definitely create quite the hoopla at the Pepsi Center. Every time the Nuggets make a 3-pointer the fans go crazy, and jump at the chance to get a TREES FOR THREES LOGOED T-shirt from one of the Nugget’s Dancers. The fans really seem to love them.”

The Denver Nuggets traditionally make eight to ten 3-pointers per game and at 42 home games per season; this could possibly translate into 336 to 420 trees for The Mile High Tree Initiative and for the citizens of the Metro Mile High City. GO NUGGETS!!!!!!

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