

8585 East Warren Avenue
Denver, CO 80231
303.337.6200 / Fax: 303.337.0157
www.myswingle.com



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CONTACT: Larry Baird
303-306.3119
lbaird@swingletree.com

SWINGLE WINS COMMUNICATION AWARD AT TCIA CONFERENCE FOR CAUSE MARKETING CAMPAIGN

Denver CO – Swingle Lawn, Tree & Landscape Care received the 2009 TCIA (Tree Care Industry Association) Professional Communication Award at the organization’s annual conference in Hawaii on February 10th. The TCIA Professional Communications Awards epitomize marketing and communication excellence within the tree care industry.

The Tree Care Industry Association is a 72-year-old public and professional resource on trees and arboriculture. TCIA members recognize stringent performance standards for quality and safety and maintain trained, professional arborists on staff, dedicated to ethics and quality in business practices.

Swingle received the award in the special entry category for their “TREES for 3’s cause marketing campaign. During the 2009/2010 season every time the Denver Nuggets score a 3 pointer during their home games, Swingle and the Denver Department of Parks & Recreation add one more tree to the initiative. The Mile High Million Tree Initiative’s goal is to plant one million trees in the Mile High City by 2025.

Not only is Swingle helping the Mile High Tree Initiative to plant more trees in the Mile High City, colorful T-shirts are tossed to the fans every time the Nuggets score a 3-pointer.

According to James Younger of Kroenke Sports Enterprises, “Denver Nuggets 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 3’s LOGOED T-shirt from one of the Nugget’s Dancers. The fans really seem to love them.”

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