

FOR IMMEDIATE RELEASE  
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**Jersey City Trees Speak Up! Local Artist Anne Percoco and Sustainable JC  
Launch Stewardship Awareness Campaign on Twitter.**

JERSEY CITY, NJ —This summer, the trees of Jersey City are taking to Twitter. Environmental artist Anne Percoco is assigning Twitter accounts to Jersey City trees and recruiting residents to tweet, in the first person, from the trees' perspectives. These “tree stories” will start a citywide conversation about expanding and maintaining the City's deficient tree canopy.

This project, produced in partnership with Sustainable Jersey City and numerous volunteers, will be a vehicle for environmental activism, education, and community engagement. The project, which will launch on June 20th, will also help create a tree inventory using [OpenTreeMap.org](http://OpenTreeMap.org), an open source mapping tool to which the City subscribes. The team's goal is for 50 trees to be tweeting by mid-September.

Creator Anne Percoco shares her vision: “Both poetic and political, TREE SPEECH will form a virtual ecosystem of interconnected, communicative individuals. This will mirror the fact that trees actually do share information and nutrients through an underground fungal network.”

Participants will act as creative collaborators and authors, tweeting tree jokes, quotes, and drawings; updates about trees' health and seasonal changes; and educational information about the benefits of green infrastructure. The #TreeSpeech hashtag will track this dialog.

**How to Participate:**

To sign up to tweet as a tree, email [treespeech@sustainablejc.org](mailto:treespeech@sustainablejc.org). To join the conversation, use and follow the hashtag #TREESPEECH on Twitter.

**Why Does our Tree Canopy Matter?**

Urban trees lower temperatures, utility costs, and building emissions substantially. They reduce stormwater runoff by absorbing thousands of gallons of rain each year. They help mitigate climate change impacts naturally and greatly improve our air quality and public health. The Jersey City Environmental Commission's July 2015 [Tree Canopy Study](#) recommends that our canopy coverage increase by 30,000 trees as a restorative measure. While local government has committed to planting 5,000 trees in parks over the next 5 years, more is needed and the community must help. TREE SPEECH would like to raise awareness of the dire need to maintain the City's existing tree inventory and to plant more Street Trees.

## Example Tweets:

**Beatrice Cherry Tree** @BeatriceTheTree, located Downtown on 3rd Street and Coles, tweeted:

*Aren't you guys tired of this fall weather in May? I know I am! Luckily, a lot of #UrbanBirds find shelter between my leaves... #TreeSpeech*

**Danny the Tree** @DannytheTree, located on Hutton Street in Jersey City Heights, tweeted:

*When I was small these power lines were no problem. Now I'm feeling a little cramped :( #TreeSpeech*



**Sustainable Jersey City** is a collaborative network of green community groups and individuals who came together to move the City toward a more sustainable future. By focusing on community partnerships and neighborhood actions, Sustainable Jersey City has built relationships with many neighborhood, governmental and private organizations to further their reach and objective. With projects ranging from rain gardens to community composting, the group has been developing and executing projects with success all over Jersey City for four years. For more information, please visit <http://sustainablejc.org>.

**Anne Percoco** is an environmental artist producing public artworks, gallery shows, web-based projects, and publications. Her artistic process is resourceful, responsive, and playful. She spends as much time researching, exploring sites, and collecting materials as she does making the art.

After earning her BA from Drew University (2005) and MFA from Rutgers University (2008), she completed a fellowship with the Asian Cultural Council for research in India. She was commissioned by the Randall's Island Park Alliance to create a public sculpture for Randall's Island, NY (2013). Her work has been exhibited widely, including at NURTUREart in Brooklyn, the Anchorage Museum in Alaska, and the U.S. Botanical Garden in DC. For more information, please visit <http://annepercoco.com>.