



FOR IMMEDIATE RELEASE

Thursday, January 19, 2012

No. 05

www.nyc.gov/parks

CAN YOUR SCHOOL WIN THE MILLIONTREESNYC GREEN POINTS CHALLENGE?

This month, MillionTreesNYC (MTNYC) kicks off the spring semester of the Green Points Challenge! New York City educators (grades K-12) are encouraged to get their classrooms involved in this citywide environmental initiative which will run through April 30.

Last fall MTNYC, in partnership with [Recyclebank](http://Recyclebank.com), the company that rewards people for taking everyday green actions with points that can be redeemed for discounts and deals from local and national businesses, launched the Green Points Challenge for NYC schools. This pilot program is an online recognition and rewards program designed to encourage New York City schools to learn about the benefits of trees in our urban environment and actively participate in the MTNYC initiative.

Through the Green Points Challenge, NYC educators and classrooms can earn Recyclebank points by getting involved in any of the following activities:

- Participating in environmental education programs
- Planting a tree
- Adopting a tree
- Taking a MTNYC quiz
- Signing up for the MTNYC newsletter
- Integrating free tree-themed curricula into lessons

Educators can redeem their points for Recyclebank rewards throughout the year while also accumulating points for the Green Points Challenge. Recyclebank rewards include deals on everyday household and grocery items, as well as discounts at local restaurants, retailers and services. The top four classrooms that earn the most points in the Green Points Challenge each semester will win exclusive prizes.

Spring 2012 prizes include a Swindler Cove campout for the class, an afternoon of games with New York Knicks Groove Truck, brand name backpacks for the classroom, and free classroom admission to a Garden Exploration Tour at the Brooklyn Botanic Garden, thanks to generous donations by the New York Knicks, New York Restoration Project and the Brooklyn Botanic Garden.

To learn how your class can participate in the Green Point Challenge, visit www.Recyclebank.com/MTNYCGreenPoints or contact the MTNYC Education Outreach Coordinator at schools@milliontreesnyc.org.

Congratulations to the Fall Semester 2011 winners which include:

The Earth School

Grand Prize: Classroom celebration of trees with New York Knicks Legend John Starks

P.S. 166

First Prize: Afternoon of games with the New York Knicks' Groove Truck

P.S. 166

Second Prize: Free classroom admissions to the Big Apple Circus Performance

Young Urban Foresters of I.S. 123

Third Prize: A day at the Alley Pond Park Adventure Course

The fall semester was generously sponsored by the New York Knicks, Big Apple Circus and the Urban Park Rangers.

MillionTreesNYC is a 10-year initiative to plant and care for one million new trees throughout the City's five boroughs and a key aspect of Mayor Bloomberg's *PlaNYC* to create a healthier, more livable city. MillionTreesNYC will ultimately expand the City's urban forest, provide New Yorkers important health, economic and environmental benefits, and create a more sustainable urban environment. Since its launch in October 2007, public, private and non-profit organizations have rallied over 10,000 citizen volunteers to plant trees in what has become an unprecedented tree planting campaign and citywide environmental movement. To learn more about MillionTreesNYC, visit www.nyc.gov or call 311.