



**SANTA MONICA**

# ree-Hugging Day

## HOW YOU CAN HELP PROMOTE

*this Special "Tree-Hugging Day" Effort*

*(We believe in Thinking Globally and Acting Locally...but if this branches out beyond Santa Monica...FANTASTIC!)*

- ✓ *Make a personal commitment to participate and make a personal tree-hugging connection!*
- ✓ *Tell your friends, family, classmates and co-workers!*
- ✓ *Tell the media, community leaders, teachers and elected representatives!*
- ✓ *Tell store owners and business leaders!*
- ✓ *Write a positive "Letter to the Editor"!*
- ✓ *Start promoting that "Tree-Hugger" is a POSITIVE environmental label!*

*And-*

- ✓ *Start practicing now to get in great tree-hugging shape!*

— SPONSORED BY —



**ALLIANCE FOR SURVIVAL**

For more information, call  
JERRY RUBIN  
or MARISSA RUBIN

**(310) 399-1000**

**TUESDAY,  
SEPTEMBER 22, 2009  
(The Day of the  
Autumn Equinox)**

*A non-partisan and open-to-all simple and loving way for people to show their appreciation and caring for trees and the many aesthetic, environmental and life-giving attributes they provide.*

## HOW YOU CAN PARTICIPATE

*People of all ages are encouraged to take a moment of time during their work day, school day, or leisure day on September 22nd to **HUG A TREE**...or two...or three... or more...wherever you may be!*

*Also that day-*  
**"PUBLIC GROUP TREE-HUG"**

12:00 Noon

*Santa Monica Palisades Park  
at the **Children's Tree of Life**  
(Ocean Ave. at Colorado Ave., just north  
of the gateway to the SM Pier)*

**[www.TreeHuggingDay.com](http://www.TreeHuggingDay.com) e-mail: [TreeHuggingDay@earthlink.net](mailto:TreeHuggingDay@earthlink.net)**