
PRESS RELEASE

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White Wykoff & Co.
2922 NW Fairfax Terrace
Portland, OR 97210
503-317-1506

FOR: COLLIER ARBOR CARE

WEST LINN FAMILY IN NATIONAL RIDE FOR TREES

They're at it again.

West Linn's Terrill Collier and sons Brandon, 22, and Logan, 21, are hoping to add \$11,000 to the more than \$60,000 the Collier family has already raised for the Tree Education and Endowment Fund (TREE Fund) of the International Society of Arboriculture (ISA) by riding in the annual 500 plus mile Stihl Tour des Trees in late July.

After taking a year off to recuperate from cancer surgery, 55-year-old Collier will again lead his family team in the event, also called "The Shade Crusade", which begins in Chicago and travels across northern Illinois this year.

Riders tour through a number of urban areas in the region planting trees, promoting proper tree care and generally drawing attention to the TREE Fund's mission.

Money is used to fund "projects and programs that advance knowledge in the field of arboriculture and urban forestry to benefit people, trees and the environment," according to information from the ISA.

In the past, association funds have been used for such projects as research into issues surrounding urban trees and urban forests, annual college scholarships and a variety of public awareness programs dealing with the plight of urban canopies.

"Each rider is expected to raise \$3,500 for this event, but I'm hoping we'll get some Lake Oswego and West Linn residents to help sponsor our ride by pledging at the officials web site (www.tourdestrees.org), where they look up 'team Collier'," said Collier, who is president of Collier Arbor Care, which is headquartered in Clackamas. He has raised more than \$60,000 in five previous appearances with various family members in the event. In 2008, Collier's entire wife Janet and all three children participated. Collier believes was the first participation ever by an entire family.

This year's ride begins in Chicago's Millennium Park on July 18 and heads west to the Mississippi River, stopping in Zion, Rockford and Galena. After stops in Moline, Peoria and Princeton, the Tour returns to Chicago for a "victory lap" and closing ceremonies at the Morton Arboretum during the ISA's International Tree Climbing Championship July 24.

"Although all the work the TREE fund does is important, we're particularly interested in its emphasis on research and sustainability of urban forests, since most of our work in the Portland metro area," said Collier, who describes himself as "tree geek," and whose firm has collected a number of local and national accolades for its pro-bono work.

Besides the Tour des Trees, Collier has been active in pro-bono efforts around the Lake Oswego and West Linn area and his tree and shrub care firm recently received an award for its care of Vancouver's 175-year-old (or so, no one knows for sure) apple tree, billed as the oldest living apple tree in the Pacific Northwest.

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Trees are our heritage. They're among those things we pass along to new generations. We try to support good community projects as part of our professional pride and as part of our program to give back to the communities where we make our living," Collier said.

His past pro-bono work in Lake Oswego has included identifying and providing care for Lake Oswego's growing crop of Heritage Trees. He also has supported Friends of Trees tree plantings throughout the metropolitan area financially and with his staff.

Coming right after the Tour de France, Collier emphasizes that the Tour de Trees is "more of an endurance contest than a race. It's a good cause, a great way to raise awareness of the role trees play in our ecosystem and a great way to involve my family."

Beginning in 1992, the annual event has raised around \$3.5 million for the TREE fund, including a high of \$420,000 in 2001.

TREE fund-supported research has been directed at understanding the economic and environmental benefits of trees; improving public safety and electric service reliability by developing tools and methods to identify hazardous trees; providing grants for projects aimed at controlling bark beetles and ways to minimize damage caused by invasive "exotic" pests; helping develop hardier, drought and disease-resistant species; dramatically reducing pesticide use through Plant Health Care programs (similar to one which Collier pioneered in the metropolitan area), and improving methods for growing strong, healthy landscape trees.



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