

Friday, April 29, 2022 at 10:29:12 Eastern Daylight Time

Subject: Arbor Day

Date: Friday, April 29, 2022 at 10:03:08 AM Eastern Daylight Time

From: Dan Lederman

To: josephine.marcotty@startribune.com

Josephine,

As we celebrate Arbor Day in the United States and the importance trees play in the health of our environment, I wanted to make you aware of the efforts of Saudi Arabia to plant 10 billion trees as part of the Saudi Green Initiative. This initiative is already well underway with 10 million trees having been planted across all regions of Saudi Arabia in just 6 months. By 2030, 450 million trees of the 10 billion goal, will be planted in the Kingdom.

If you would like to speak with someone from the Kingdom regarding this bold initiative as part of your Arbor Day coverage or a sustainability story, please let me know. I'd be happy to arrange an interview.

For more information on the Saudi Green Initiative, you may visit: <https://www.saudigreeninitiative.org/targets/greening-saudi/>

Thank you,

Dan

Dan Lederman
Senior Advisor, South Dakota
[LS2 Group](#)
712.251.1992
[Facebook](#) | [Twitter](#) | [LinkedIn](#)

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