

## Mark Graul

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**From:** Mark Graul <mgraul@arenastrategy.com>  
**Sent:** Friday, April 29, 2022 9:23 AM  
**To:** 'chubbuch@madison.com'  
**Subject:** Arbor Day

Good morning Chris. As we celebrate Arbor Day today 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/>

Let me know if you have any questions or if you'd like to set up an interview.

Mark

**Mark Graul | Arena Strategy Group**

T(Green Bay Office): 920-884-9296 | E: [mgraul@arenastrategy.com](mailto:mgraul@arenastrategy.com)

T(Madison Office): 608-204-5810

C: 920-217-3524

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