# MEDIA RELEASE

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**NPC Joins Friends of the Urban Forest and Timberland for Dig It!, a Large-Scale Outer Sunset Greening Effort**

**San Francisco, CA, (September 24), 2008-** The Neighborhood Parks Council (NPC) announced today that it is collaborating with Friends of the Urban Forest (FUF) and Timberland on Dig It!, an Outer Sunset community volunteer event on Saturday morning, October 18, 2008. Approximately 400 volunteers will work on various greening projects throughout the Outer Sunset, including tree plantings, and playground, park and schoolyard cleanups.

Two of the playgrounds that volunteers will be working on, Sunset and West Sunset Playground, received a failing grade in NPC's 2008 Playground Report Card, meaning that these sites have safety and health concerns for the children of the Outer Sunset who play there. Therefore, Dig It! is an exciting opportunity for San Franciscans to improve the condition of the recreational spaces in the Outer Sunset that need the most attention. Moreover, as Isabel Wade, the executive director of NPC noted, "Dig It! is a great opportunity for the Outer Sunset. The area, which is essentially a concrete jungle, greatly lacks street trees and parks."

The event kick-off will begin will begin at 8am on Saturday, October 18 at West Sunset Playground at 3223 Ortega. At 1:00pm, volunteers will reconvene at West Sunset for a celebration that will include lunch and prizes. Scheduled to appear are Sunset District Supervisor Carmen Chu and world-renowned environmental photographer James Balog.

The first 400 volunteers will receive a special Timberland t-shirt commemorating the achievements of the day, and a complementary ticket to a concert that evening featuring Stone Gossard, founding member of Pearl Jam, at the Regency Center's Grand Ballroom, located at 1290 Sutter.