



Trees for Cities

IMMEDIATE PRESS RELEASE

Crowdfunding for six community orchards in Sheffield

Trees for Cities is working in partnership with 'Wildcrowd', a unique non-profit fundraising platform with nature at its heart, to help raise money to create six new orchards in the north, south and south-east of Sheffield.

The trees will enhance the quality of outdoor spaces where people can relax, socialize, exercise, play and enjoy nature. As a community-owned resource, they'll help people learn how to cultivate their own food and understand seasonality.

Trees for Cities are calling for people to help raise the money needed to bring this project to life! With your generosity it will enable them to transform unused communal spaces into outdoor areas that can be used by the community to forage for fruit and nuts or just simply to go and relax and be with nature - making our neighbourhoods happier and healthier places to live.

Trees for Cities will work in partnership with Grow Sheffield to plant the orchards and the trees will be introduced as part of a programme of community planting and educational events. These will be held throughout the winter season and will involve residents, community groups and schools.

Everyone attending these events will learn how to identify and safely plant trees, and discover the properties of different species. Their educational fruit tree workshops will also teach people about the importance of healthy eating and how to utilise the fruits through juicing and making jams, chutneys and other preserves!

If you would like to donate, simply go online to the Wildcrowd website <https://www.wildcrowd.org/campaigns/detail/19/sheffield-urban-orchard-project> and click 'donate'. You can also get free rewards!

David Elliott, Chief Executive of Trees for Cities said: "Orchards are in decline and under enormous threat from land development. Approximately 60% of orchards have been lost since the 1950s. We are delighted to help address this issue by planting six new orchards in Sheffield, but we need your help to raise the funds needed to support this project".

For further information please contact:

Samantha Lagan, Marketing and Communications Manager Trees for Cities: 020 7820 4426, samantha@treesforcities.org

Notes to Editors:

Trees for Cities is the only charity working on an international scale to create greener cities. Since 1993, we have engaged over 70,000 people to plant over 600,000 urban trees in parks, streets, schools and housing estates across the UK, as well as internationally, revitalising these areas and improving the lives of the people who live in them. We strengthen communities through volunteering opportunities and inspire children to grow and eat good food and to connect with nature. www.treesforcities.org

WildCrowd is a not-for-profit crowdfunding and volunteering platform. They help registered charities that are focused on the environment, conservation and animal welfare to raise money and find volunteers and citizen scientists. They also use their reward scheme to showcase ethical companies that share their values.
<https://www.wildcrowd.org/>

