

FOR IMMEDIATE RELEASE

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LAND ROVER FLATIRONS LAUNCHES COLORADO TREE PROJECT

*In partnership with the Arbor Day Foundation,
Flatirons will plant 100 trees per vehicle sold*

SUPERIOR, Colo.—Land Rover Flatirons announced this week that it has launched the Colorado Tree Project, in partnership with the Arbor Day Foundation, to help reforest Colorado. The dealership will plant 100 trees in Colorado forests for every new and certified pre-owned Land Rover sold.

Every year, hundreds of thousands of trees are destroyed in Colorado by forest fires, disease and insect infestations. The Colorado Tree Project will help the environment through reforesting these damaged areas.

The public is invited to a celebration of the new Colorado Tree Project on Saturday, April 26—one day after Arbor Day—from 10:00 a.m.-3:00 p.m. at Land Rover Flatirons, 1500 E. Coalton Road in Superior. Each visitor to the showroom will receive a free tree seedling appropriate for planting here in Colorado.

“Land Rover Flatirons is committed to being a good steward of our environment,” said Ed Dobbs, centre manager. “Working with the Arbor Day Foundation, the trees we plant in Colorado will help clean the air, control soil erosion and provide food and habitat for wildlife—all while beautifying the landscape that so many Land Rover owners enjoy during their recreational activities.”

For more information, contact Land Rover Flatirons at 303-554-3000.

About the Colorado Tree Project and Land Rover Flatirons

The Colorado Tree Project is an initiative of Land Rover Flatirons, which is committed to taking steps toward the improvement of our environment. Flatirons specializes in Land Rover only, carrying all models of the Land Rover line and a large selection of certified pre-owned Land Rovers. The dealership is located at 1500 E. Coalton Road in Superior, Colorado. www.landroverflatirons.com

About The Arbor Day Foundation

The Arbor Day Foundation is the largest nonprofit tree-planting organization, inspiring people to plant, nurture and celebrate trees. www.arborday.org

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