



Case Study: Reforestation

Objective

Celebrate the Enterprise Rent-A-Car's 50th anniversary with a unique program that will both thank customers and employees for 50 years of support and look forward to 50 more years.

The Program

Over the next 50 years, Enterprise will plant one million trees per year for a total of 50 million trees. It's a gift that commemorates history and celebrates the future.

“Planting a tree is the ultimate symbol of gratitude and of confidence in the future. That’s why Enterprise Rent-A-Car is so proud to partner with The Arbor Day Foundation...”

– **Andy Taylor, Chairman and CEO, Enterprise Rent-A-Car**



Left to Right: Then Secretary of Agriculture Mike Johanns, Arbor Day Foundation Chief Executive John Rosenow, First Lady Laura Bush, Enterprise Rent-A-Car CEO Andy Taylor

First Year Results

- Planted over 1 million trees.
- Launched with support of First Lady Laura Bush in an announcement to the press in October of 2006.
- Full-page ad in New York Times, Wall Street Journal and USA Today.
- First Week Web Activity:
 - 6,034 unique viewers to landing page
 - 279 hits on “The Impact of One Planted Tree”
 - 277 opt-in’s to screensaver downloads
 - 170 donations to pledge
- Planted over 200,000 trees in Canada and Scotland.
 - These international projects have opened new doors to Foundation plantings on a large-scale outside of the United States.

50 Million Tree Pledge ENTERPRISE RENT-A-CAR



HOME | ABOUT THE PLEDGE | GET INVOLVED | MEDIA KIT

ABOUT THE PLEDGE

The Enterprise Rent-A-Car 50 Million Tree Pledge

Impact of One Planted Tree

Why Donate?

Restoration Projects 2006



Mrs. Laura Bush's Comments

October 12 Event Video

Enterprise Rent-A-Car – the largest rental car company in North America – will mark a significant milestone in February 2007: its 50th anniversary. To commemorate this achievement, thank the customers and communities that made this success possible, and look forward to the next 50 years, Enterprise is making an unprecedented gift to The National Arbor Day Foundation. Enterprise has formed a partnership with the Foundation to plant 50 million trees over the next 50 years – a gift, in total, of more than 50 million dollars.

In an outstanding example of a public-private partnership, The National Arbor Day Foundation will work with the U.S. Forest Service to plant these trees – one million of them each year – in National Forests located in the United States, Canada, and Europe to restore areas damaged by fires, storms, and disease, as well as to help expand and preserve habitats for endangered species.

The Enterprise gift to The National Arbor Day Foundation is the largest in the charity's history. To put this gift into perspective, there are 25,000 trees in New York's Central Park. Planting 1 million trees a year is like planting a new Central Park every 10 days... for the next 50 years.

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