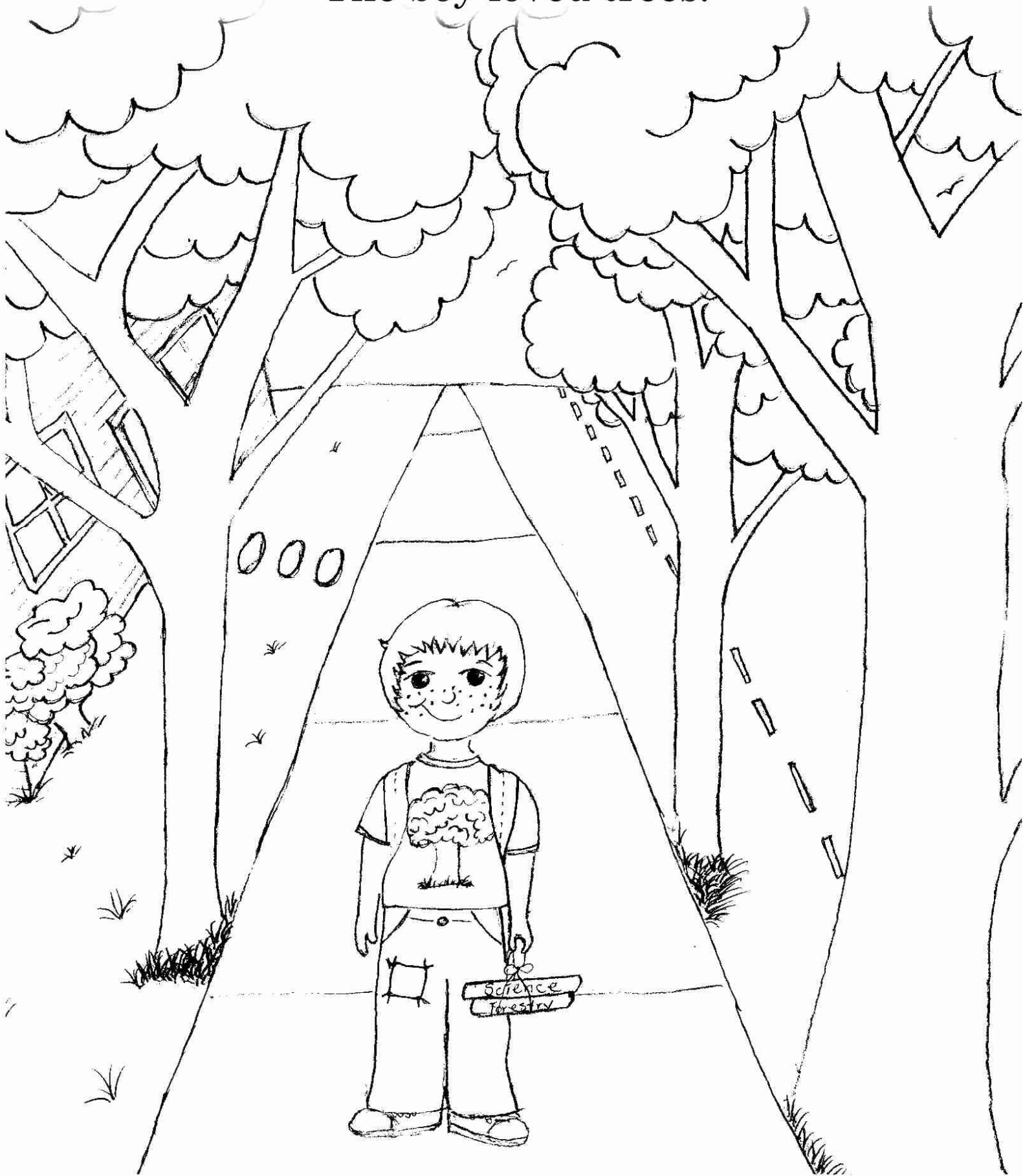


New Jersey Kids Treasure Our Trees

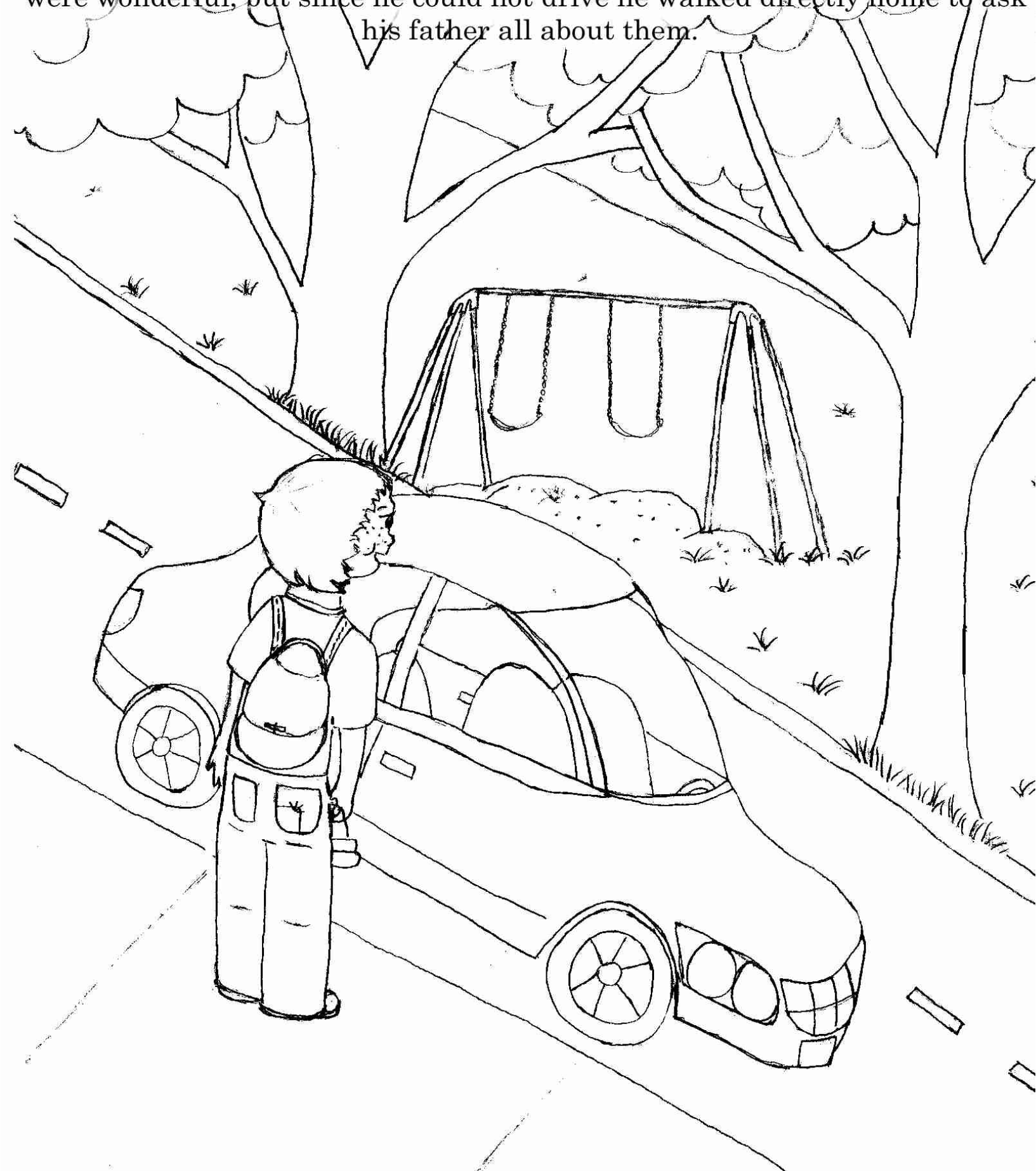


A Book to Color

One day, a boy was walking home from school.
The boy loved trees.



Suddenly, the boy stopped and saw a car with different-looking license plates. The plates said, "Treasure Our Trees" and had the New Jersey state trees painted on them. The boy thought the license plates were wonderful, but since he could not drive he walked directly home to ask his father all about them.



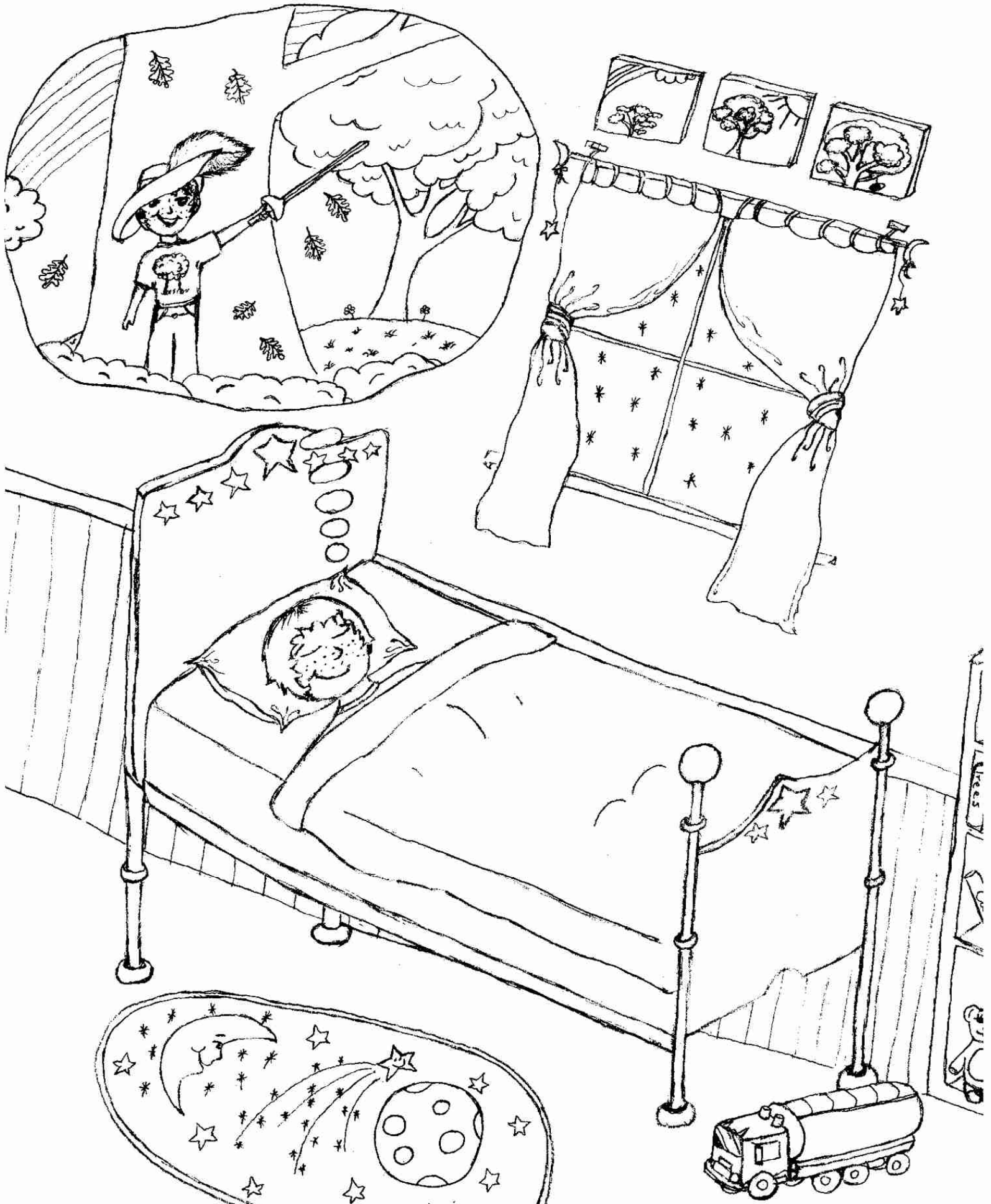


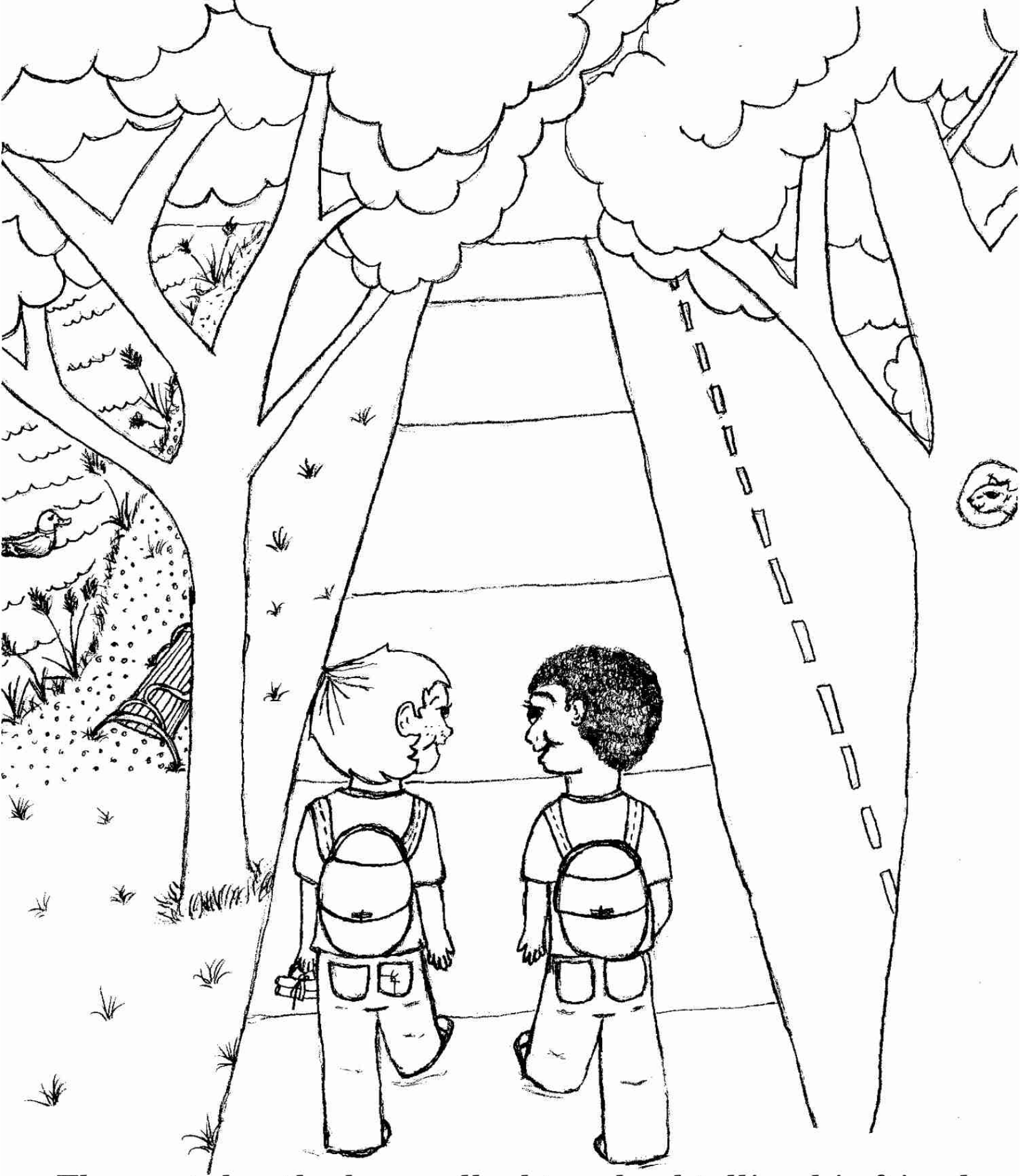
At home, the boy excitedly told his dad about the license plates he had seen walking home from school.

The dad explained to the boy how the license plates help to plant trees by funding state grants. The boy was inspired. He wanted to help plant trees too.



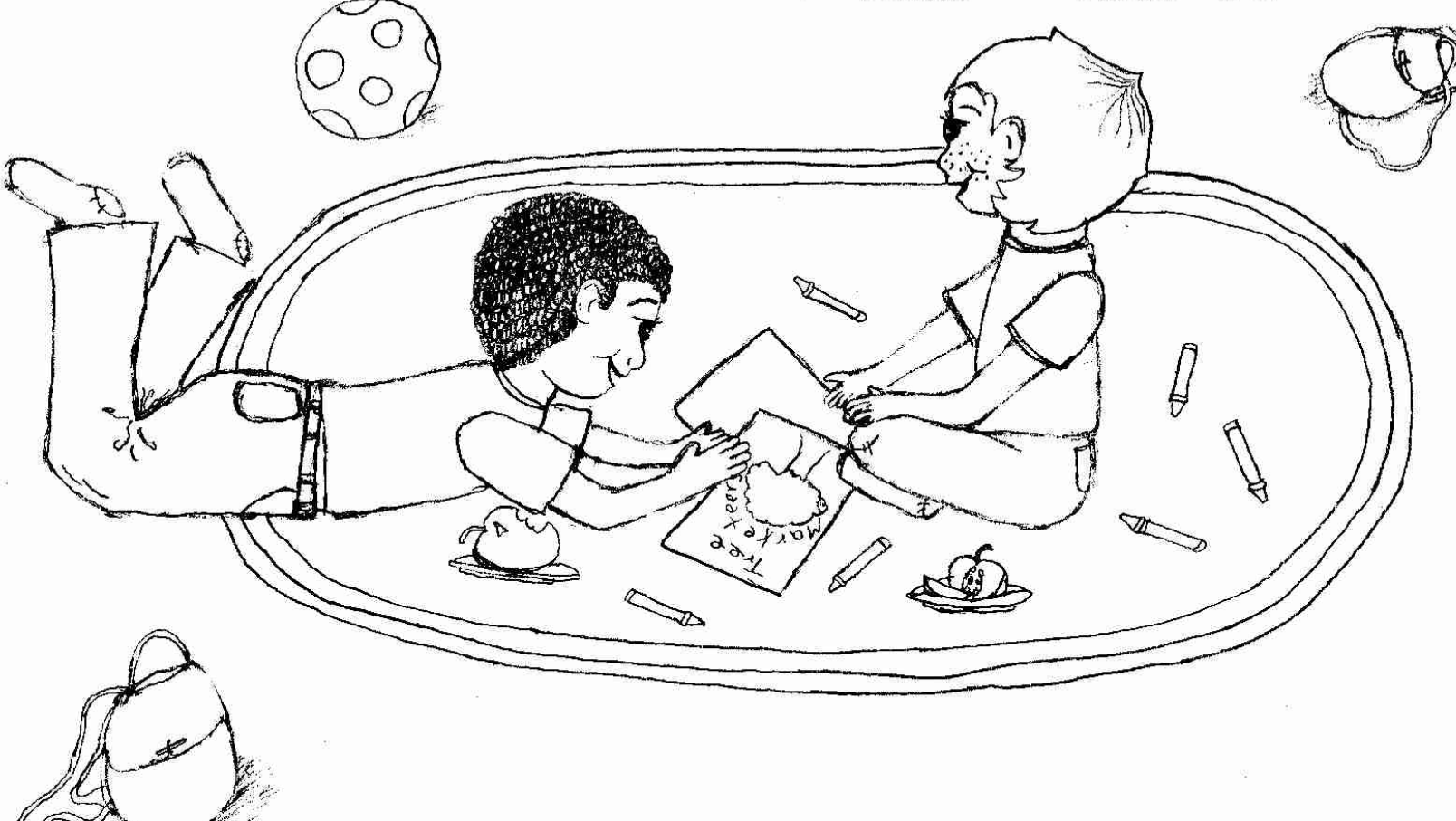
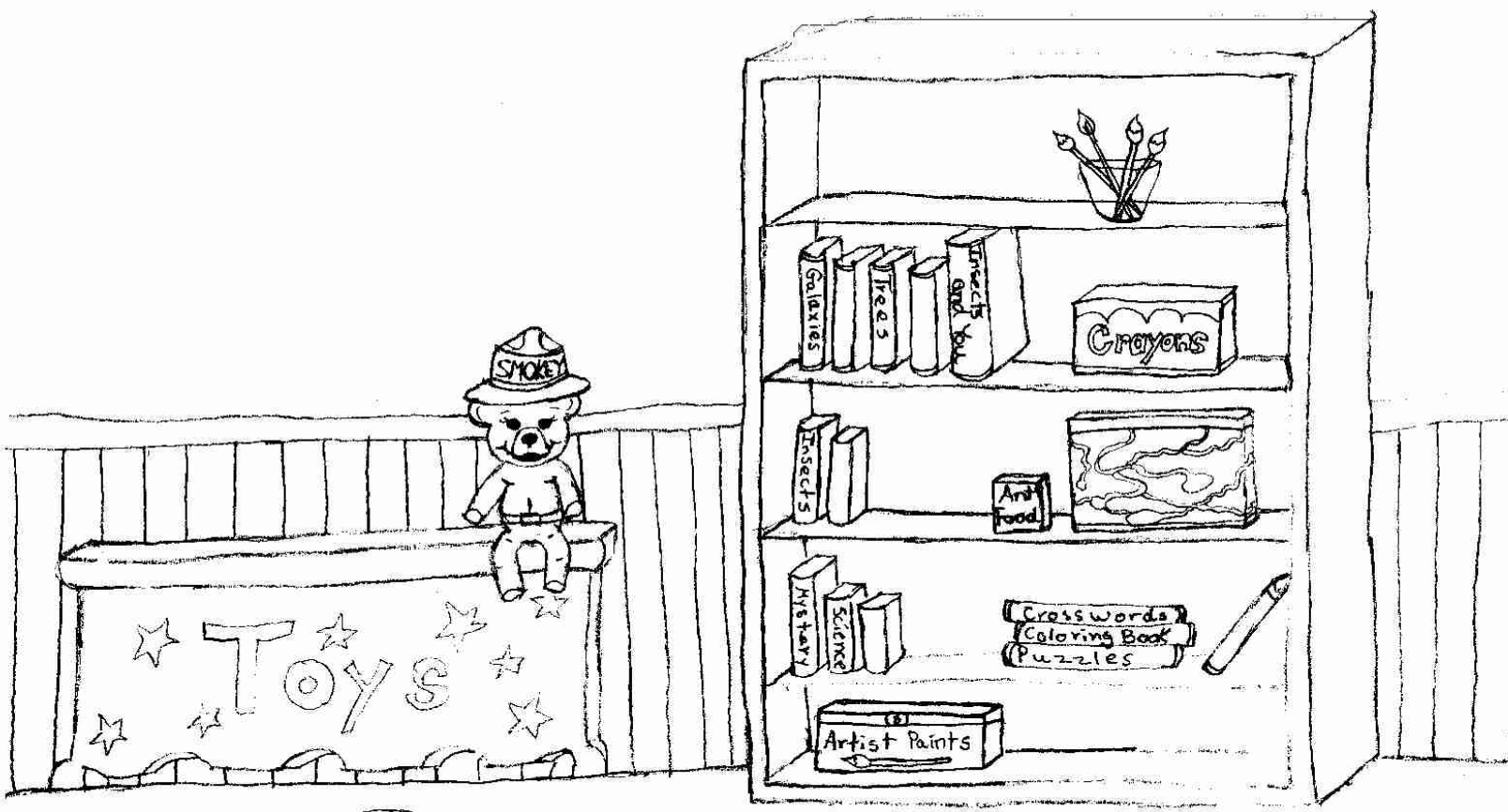
That night, the boy dreamed about being a hero for the trees.



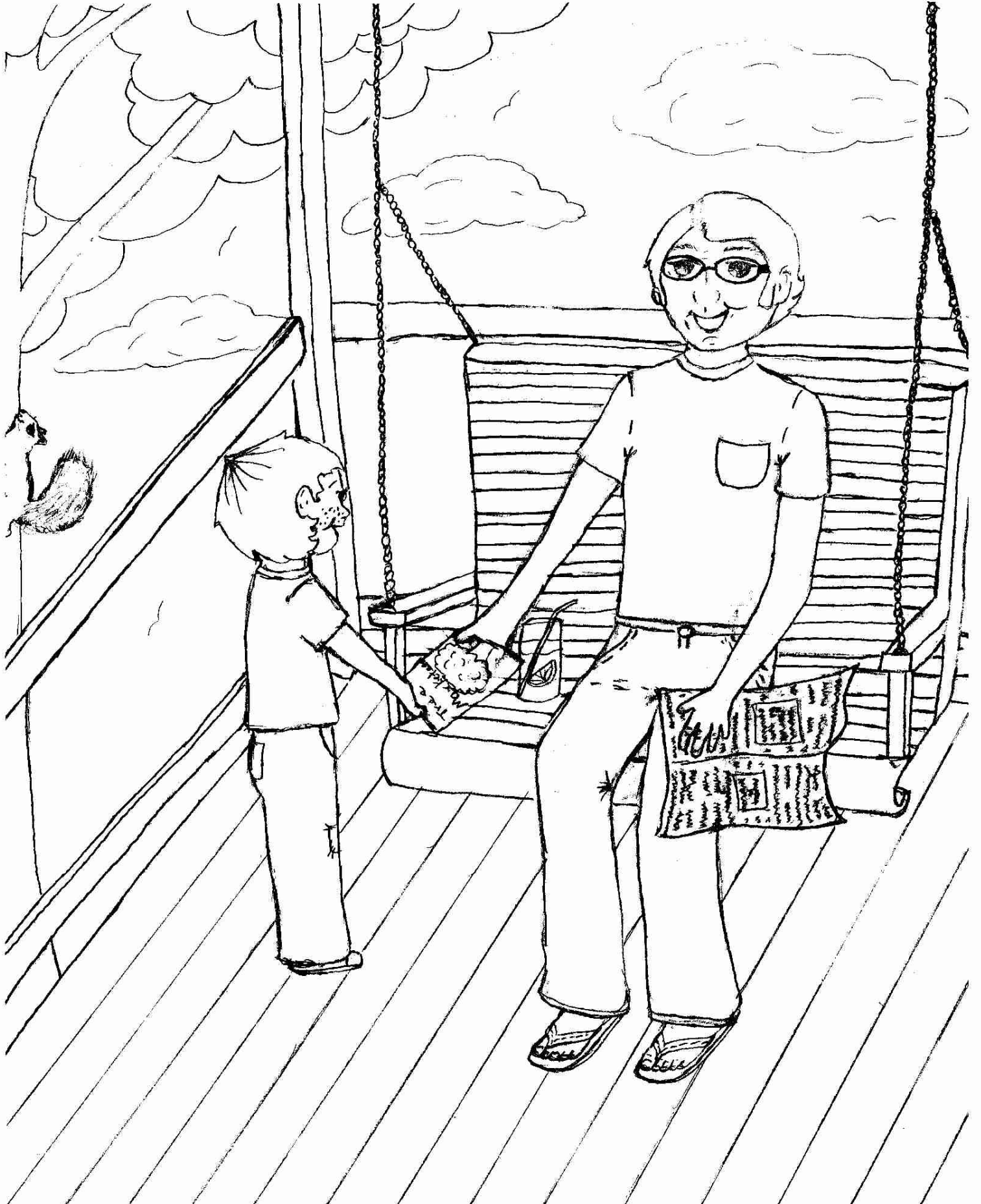


The next day the boy walked to school telling his friend about the license plates and how he wants to plant lots of trees.

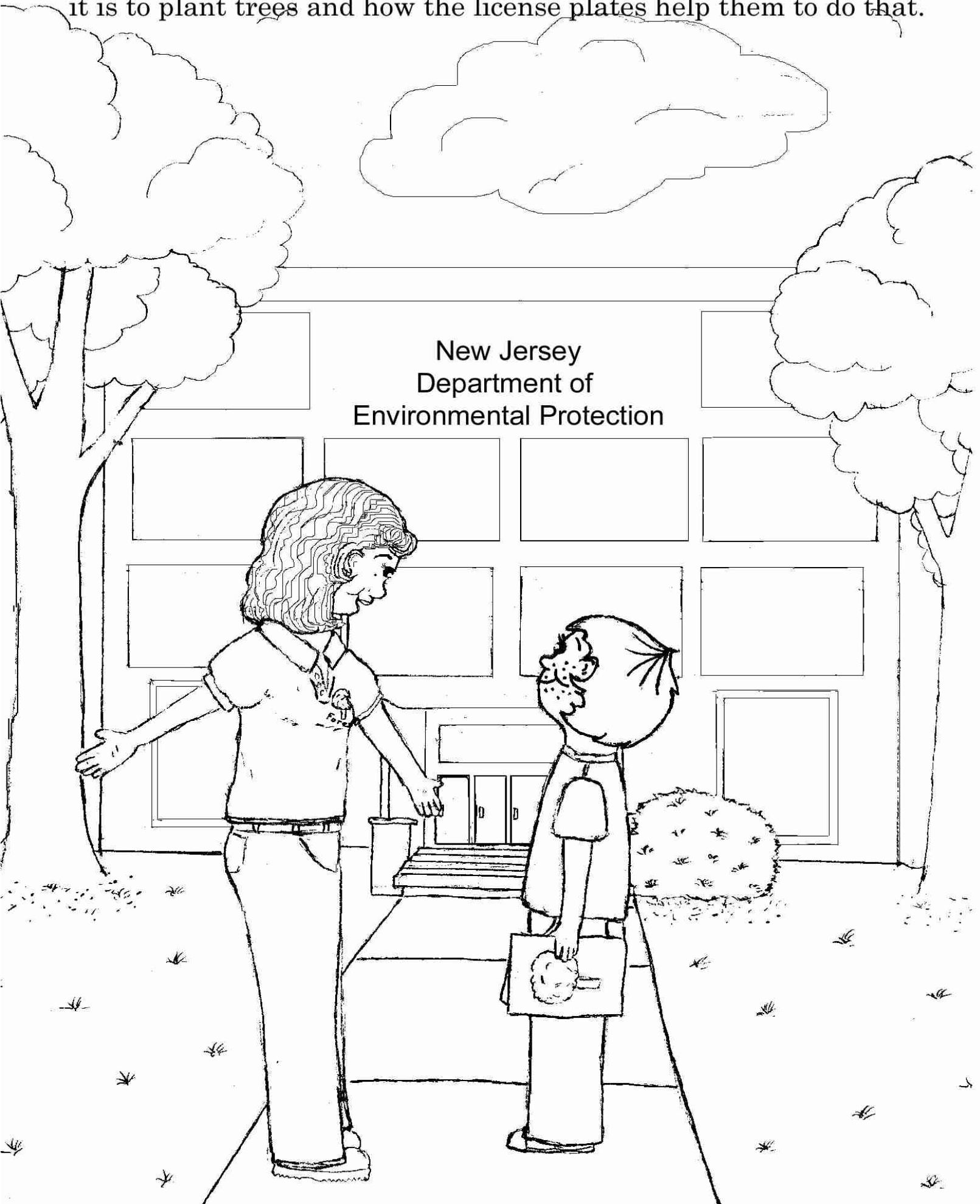
Later that day, while eating a healthy snack, the boys drew the first "Treasure Our Trees" advertisements so they could give them to their friends around town.



The boy presented his new advertisements to his dad, who thought the boy might like to speak to a tree expert.



The boy spoke to a friendly forester, who explained to him how important it is to plant trees and how the license plates help them to do that.



Neighborhood Delicatessen

Today's Specials

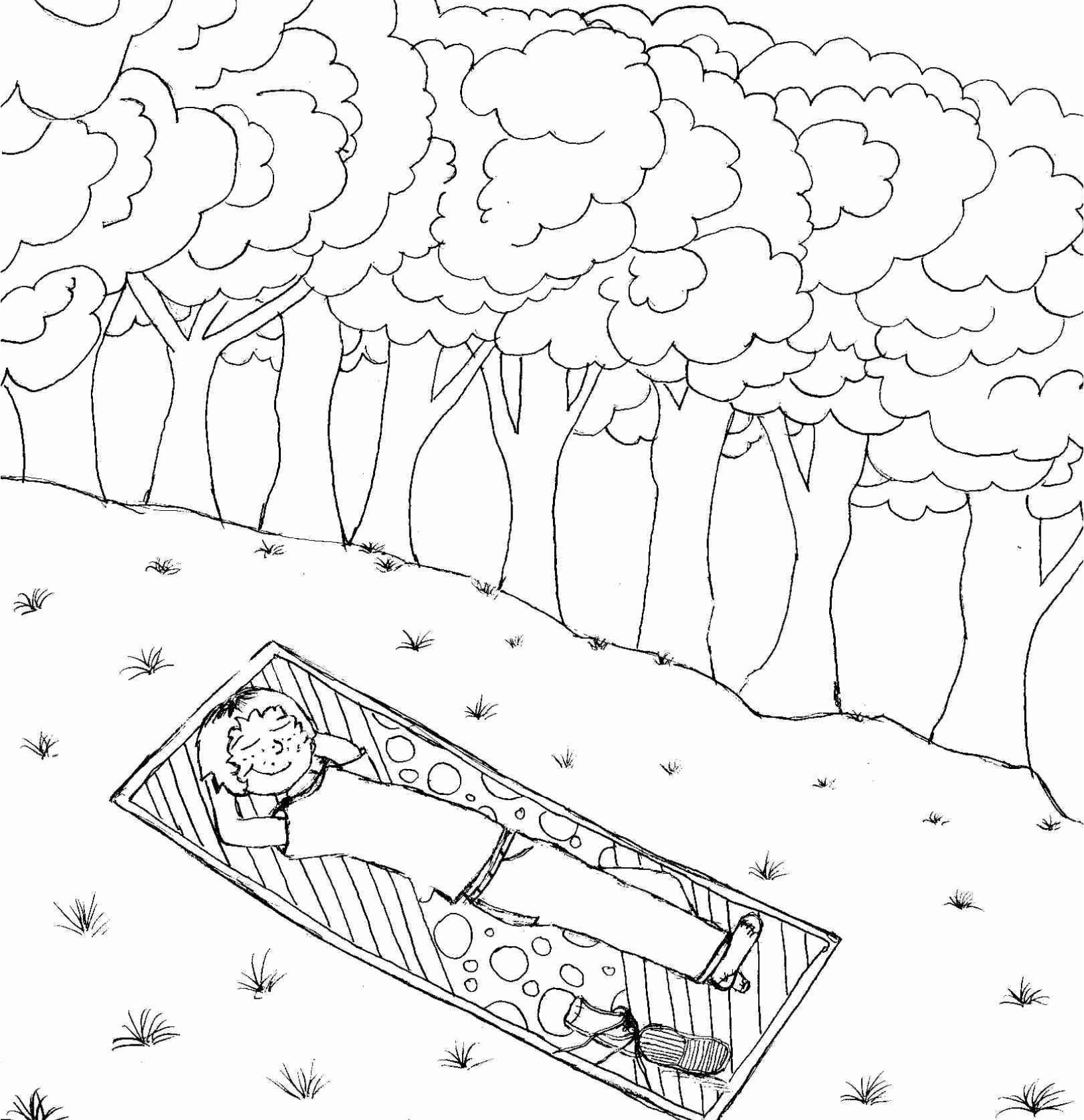
Capicola
Provolone
Swiss
Turkey

Prosciutto
Bologna
Kalamato olives
Fruit



The boy was so inspired that he visited all his local businesses to talk to everyone about the license plates and how they help to plant trees.

Later that afternoon following a busy day of telling everyone about the Treasure Our Trees license plates, the boy rested in a sunny field bordered by the forest, dreaming about how, together, we can make a world full of trees a reality.



Show your support for the Environment



Treasure Our Trees plates fund **Urban & Community Forestry** across New Jersey

The one-time fee and yearly renewal are tax deductible



Proceeds from the sale of Treasure Our Trees plates helps New Jersey's Urban & Community Forestry Program fund tree planting projects, improve wildlife habitats, promote clean air and water, reduce energy costs, fund hometown beautification projects and educate the citizens on the importance of trees, forests and their role in the maintenance of a clean and healthy environment.

To obtain these plates contact:

NJ Motor Vehicle Commission
Special Plate Unit
609-292-6500 ext. 5061

www.state.nj.us/mvc/vehicles/dedicated.htm

For more information about
New Jersey's Urban & Community Forestry Program visit:
www.communityforestry.nj.gov