



## **Niagara Cares, the Arbor Day Foundation and Trees For Houston Plant 50 Trees in Baytown, Texas**

*The Volunteer Event Aims to Bring Cleaner Air and Improve Quality of Life of Local Residents*

**Baytown, Texas (Oct. 17, 2024)** – Today, **Niagara Cares**, the charitable division of [Niagara Bottling, LLC](#), the family-run beverage company that has hydrated America since 1963, is partnering with the [Arbor Day Foundation](#) with the help of [Trees for Houston](#) to plant **50** trees at Jenkins Park in Baytown, Texas.

Located east of Houston, Baytown is growing rapidly, and the need for trees is increasing as periods of extreme heat become more frequent and severe. Niagara team members from the nearby Baytown facility helped plant the trees, which will increase tree canopy cover, aid with flood reduction and provide shade and cooling to combat urban heat island effect for generations to come. Texas-native tree species were selected to thrive in the soil and climate of Baytown.

“We are newer to the Baytown community, and it’s important to us that we are supporting local residents in ways that enhance their quality of life, prioritize sustainability and strengthen community connections,” said Ann Canela, director of corporate giving at Niagara Bottling. “With our goal to plant 125,000 trees in 2024, our ongoing partnership with the Arbor Day Foundation is enabling our Niagara volunteers to improve public spaces in our communities across the U.S. We are grateful to be continuing that work here in Texas.”

Niagara strongly believes in supporting the communities where they operate, championing healthy lifestyles with quality hydration since the company’s founding. This partnership and community tree

planting event highlights the company's commitment to enhancing neighborhoods and public spaces, improving local air quality, sequestering carbon from the atmosphere and increasing canopy cover.

"It is always inspiring to partner with an organization that cultivates a culture of stewardship by inviting and encouraging colleagues to participate in creating a positive impact in their community," said Katie Loos, president of the Arbor Day Foundation. "Thanks to Niagara Cares' commitment to supporting healthier community environments and the hands-on efforts from their team members, the impact of this project will provide residents and park visitors with a multitude of socio-environmental benefits for years to come."

For more than 50 years, the Arbor Day Foundation has worked to plant over 500 million trees around the world. Through a global network of partnerships, the foundation facilitates projects that empower organizations of all sizes to reach their environmental and sustainability goals via meaningful, measurable work.

Today's tree planting marks the sixth community engagement event in 2024 between Niagara Cares and the Arbor Day Foundation and is part of their overall initiative to plant **125,000** trees across the U.S. this year. With many more volunteer events planned, this partnership is inspiring community forestry stewardship, driving positive environmental impacts, and creating healthy and vibrant spaces in communities nationwide.

**Niagara Cares** is the heart of what we do and who we are at Niagara Bottling. For more than 60 years, we have been making a difference for our Team Members, consumers and communities through philanthropic giving, volunteering, water donations and disaster relief. As a family-owned business, we are committed to creating meaningful change for our communities through a spirit of giving back both big and small. For more information, visit [niagarawater.com/niagara-cares](https://niagarawater.com/niagara-cares).

**Niagara Bottling, LLC** has been family owned and operated since 1963. Headquartered in Diamond Bar, Calif., Niagara operates bottling facilities throughout the U.S. and Mexico. As a leading U.S. beverage manufacturer, Niagara Bottling works closely with some of the largest retailers, grocers, club and convenience stores throughout the country. Niagara produces a variety of beverages including bottled water, sparkling, vitamin and flavored water, teas, sports drinks, ready-to-drink coffee, protein drinks and non-dairy milk products. For more information, visit [www.niagarawater.com](https://www.niagarawater.com).

### **About the Arbor Day Foundation**

Founded in 1972, the Arbor Day Foundation is the largest nonprofit membership organization dedicated to planting trees. Together with our partners, we have helped plant more than 500 million trees in neighborhoods, communities, cities and forests throughout the world. Our vision is to lead toward a world where trees are used to solve issues critical to survival. Through our members, partners and programs, the Arbor Day Foundation inspires people across the globe to plant, nurture and celebrate trees. More information is available at [arborday.org](https://arborday.org).

**About Trees For Houston**

Trees For Houston is a nonprofit organization whose mission is to plant, protect and promote trees throughout the Greater Houston area. Since being founded in 1983, over 800,000 trees have been planted across the southeast Texas region. For more information visit [TreesForHouston.org](https://TreesForHouston.org).

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