

StubHub Plants a Tree for Every Super Bowl Ticket Purchased

TAMPA, Florida, January 28, 2009 (ENS) - When the Arizona Cardinals and the Pittsburgh Steelers kick off Super Bowl XLIII at Raymond James Stadium in Tampa on Sunday, some of the thousands of fans in those seats will have planted a tree with the purchase of their tickets.

Last month, StubHub, the ticket marketplace where fans buy and sell their tickets, launched its Tickets for Trees program that plants a tree for every ticket purchased on StubHub for the 2008-09 NFL postseason.

Fans can also make direct dollar donations to the National Forest Foundation for the tree planting program to the National Forest Foundation, a congressionally chartered nonprofit partner of the U.S. Forest Service.

Every Super Bowl ticket purchased on StubHub will plant a longleaf pine or similar tree species in Florida's national forests, including the nearby Ocala National Forest, the southernmost forest in the continental United States.

Trees planted as a result of Tickets for Trees will be placed in areas that require restoration.

To date the Tickets for Trees program accounts for more than 45,000 trees that will be planted in National Forests nationwide.

The Super Bowl-bound Arizona Cardinals and Pittsburgh Steelers are the only teams that hosted two games during the playoffs and so the Kaibab National Forest in Arizona and the Allegheny National Forest in Pennsylvania will receive the most new trees.



A wildfire consumes trees in Ocala National Forest, March 17, 2008. (Photo by [Anthony Conte](#))

StubHub will plant at least 13,000 ponderosa pine trees this spring in Arizona's Kaibab National Forest. This highly visible forest has been heavily damaged by recent wildfires over the last couple years, but needs restoration as it is an important travel corridor along the main highway to the Grand Canyon.

StubHub will plant at least 6,000 oak and other hardwood trees this spring in Pennsylvania's Allegheny National Forest as a result of the Tickets for Trees program.

Over the last few years, Pennsylvania's Allegheny National Forest has struggled with disease and insects, heightening the need for wildlife restoration. The new trees will restore habitat for multiple wildlife including wild turkey, whitetail deer, grouse, native and migratory songbirds.

Fans can still help plant additional trees in the Kaibab National Forest and the Allegheny National Forest by donating \$1 per tree:

<https://app.etapestry.com/hosted/NationalForestFoundation/StubHub.html>

Thousands of trees also will be planted in connection to the other six teams that hosted playoff games:

- For the New York Giants, oak and other hardwood trees will be planted in Green Mountain National Forest.
- For the Miami Dolphins, longleaf pines and other species will be planted in national forests in Florida.
- For the San Diego Chargers, Ponderosa pines will be planted in San Bernardino National Forest.
- For the Tennessee Titans, oak and American chestnut trees will be planted in Cherokee National Forest.
- For the Minnesota Vikings, Jack Pine and White Pine will be planted in Superior National Forest.
- For the Carolina Panthers, oak and other hardwoods will be planted in the national forests in North Carolina.

Every dollar donated directly will plant a tree in the National Forest of the donor's choice. Fans can still donate to the national forests designated to each team that hosted a playoff game, as well as to the National Forests of Florida for Super Bowl XLIII.

The U.S. Forest Service estimates that two million acres of national forests need restoration, and that acreage continues to grow.

Trees produce oxygen, provide shelter for wildlife, filter clean water and absorb carbon dioxide. StubHub estimates that the 45,000 newly planted trees will sequester more than 20,000 tons of carbon dioxide, reducing the buildup of greenhouse gas in the atmosphere and slowing the rate of climate change.

More information on Tickets for Trees is online at: StubHub.com/TicketsForTrees and NationalForests.org.