



Thursday April 1st 2010

Cummins sponsor trees into Firthmoor Primary School



On a blustery but sunny spring day, Professor David Bellamy and the Tree Appeal team were lucky enough to visit Firthmoor Primary School, where 100 native broad leaved saplings were planted.

The trees were sponsored into the school by Cummins, who sent along an enthusiastic team of representatives to roll up their sleeves and help the school to get their trees in the ground.

With the enthusiasm and dedication of the Firthmoor teachers and children, the trees were planted in no time at all.

Professor Bellamy then took a full school assembly, where the children had the opportunity to ask him questions about his life and experiences, before they were presented with planting certificates to mark their fantastic achievement.



"My favourite part was when David was talking about all the worms we found!" - Chloe Cowie, Firthmoor pupil

Professor Bellamy and the Firthmoor pupils unearth one of many juicy worms discovered on the day!



A greener world and a better life for all

Tree Appeal helps environmentally responsible companies make a lasting contribution to the natural world and environmental education, planting trees into schools both locally and nationally.



A Special Visit

Professor Bellamy was thrilled to meet everyone at Firthmoor School and commended their ambition to develop their school grounds by planting the trees. As the saplings grow, they will help to form part of a wildlife meadow, which the school also hopes to fill with wildflowers. In the summer months, this shady wooded area will provide welcome relief from the sun, giving the children a peaceful spot in which to relax, as well as providing a much needed home for birds, mammals and insects.



The school were just as delighted to meet the botanist and television presenter, with class teacher, Miss True, saying "It was a great afternoon and David has inspired the children to find out more about their local environment and the creatures that live there."

A message from David Bellamy

"Trees are amazing things. They live longer than we do and throughout their lives, they do something useful every second of the day. By planting these saplings, Firthmoor have shown an outstanding commitment to the environment, which will endure for many hundreds of years. A big WOW! to the children of Firthmoor and many thanks to Cummins for sponsoring them."



A new home for Firthmoor's amphibian visitors

During the planting, the pupils of Firthmoor were thrilled to discover a large clump of frogspawn in a muddy puddle around the edge of their school field. To save the tadpoles from certain death when the puddle dries up, the quick thinking staff provided Professor Bellamy with a bucket of water and he rescued

the spawn, taking them home to begin life in the safety of his garden pond in Hamsterley Forest. Before David's departure, the children were fascinated to hear all about how the spawn will hatch into tadpoles and grow into froglets.



The children stumble across freshly laid frogspawn in their school grounds

"It was fun working with David Bellamy because he loves wildlife" - Kyle Paterson, Firthmoor pupil



Working together to make a difference



Firthmoor Primary School is one of two local schools to receive sponsored trees from Cummins, the world's largest diesel engine manufacturer.

By sponsoring the trees, Cummins have shown an outstanding commitment to the environment and are dedicated to sharing the importance of the environment with our future generations. As 2010 is the International Year of Biodiversity, there has never been a better time to celebrate the diversity of life. With their generous donation, Cummins have helped Firthmoor to make an instant contribution to the UK's valuable biodiversity targets.

Because of their participation in the Trees for Schools initiative, Cummins have also sponsored the shipping of a refurbished computer to a school in Africa. This will give at least a hundred African children a grounding in computer skills and environmental education.

The planting team from Cummins and Firthmoor wish the 100 baby trees a very happy birthday!



"We liked planting trees as it gives us oxygen and gives wildlife a new home. It was the best thing to plant a tree with David Bellamy" - Michael Elve & Katie Wennington, Firthmoor pupils

Firthmoor are wild about nature!

Following their tree planting, Firthmoor Primary School officially became a School on the Wildside. Schools on the Wildside is a new online community, run by Tree Appeal, which gives schools who are passionate about the environment a medium through which to record and update their environmental activities.

The staff and students of Firthmoor will be involved in measuring the growth of their saplings during Tree Measuring Week each October and are invited to compare the progress of their trees with those in schools all across the UK.

From summer 2010, they will also be able to use their Wildside web page to store information on all of their other

activities. Perhaps they will share any creepy crawly visitors they find living in the trees or the amount of butterflies they spot. Through Schools on the Wildside, the sponsors from Cummins will be able to pay a virtual reality 'visit' to the school whenever they like and see the lasting effect their trees have had.





You can see lots more pictures and read about the day on the Tree Appeal web site:

www.treeappeal.com/Schools

Planting trees for Biodiversity

By planting trees we help to meet the UK's biodiversity targets. Trees provide very important habitats for a host of insects, birds and mammals.

Biological diversity - or biodiversity - is the term given to the variety of life on Earth and the natural patterns it forms. The biodiversity we see today is the fruit of millions of years of evolution, shaped by natural processes and, increasingly, by the influence of humans. It forms the web of life of which we are an integral part and upon which we so fully depend.



This diversity is often understood in terms of the wide variety of plants, animals and microorganisms. So far, about 1.75 million species have been identified, mostly small creatures such as insects. Scientists reckon that there are actually about 13 million species.

Biodiversity also includes genetic differences within each species - for example, between varieties of crops and breeds of livestock. Chromosomes, genes, and DNA, the building blocks of life, determine the uniqueness of each individual and each species.

It is the combination of life forms and their interactions with each other and with the rest of the environment that has made Earth a uniquely habitable place for humans. Biodiversity provides a large number of goods and services that sustain our lives.



2010 International Year of Biodiversity

You are an integral part of nature; your fate is tightly linked with biodiversity, the huge variety of other animals and plants, the places they live and their surrounding environments, all over the world.

You rely on this diversity of life to provide you with the food, fuel, medicine and other essentials you simply cannot live without. Yet this rich diversity is being lost at a greatly accelerated rate because of human activities. This impoverishes us all and weakens the ability of the living systems, on which we depend, to resist growing threats such as climate change.

2010 is the **International Year of Biodiversity**, and people all over the world are working to safeguard this irreplaceable natural wealth and reduce biodiversity loss. This is vital for current and future human wellbeing. We need to do more. Now is the time to act.

Tree Appeal has partnered with the IYB with the aim of capturing the collective contribution of all our participating schools, which will make a significant contribution to UK Biodiversity targets.



If you would like more information about Tree Appeal, please see our website at www.treeappeal.com. Or if you would like to discuss a Tree Appeal partnership for your business, contact Tree Appeal on **01388 835533** or email info@treeappeal.com.

Tree Appeal Ltd, Fountains Head Court, High Etherley, Bishop Auckland, County Durham DL14 0LZ

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