

# Tacoma Regional Convention + Visitor Bureau

## Tacoma Regional Convention + Visitor Bureau Plants 250 Washington Native Shrubs

**October 15, 2012—Tacoma, Wash.**— Tacoma Regional Convention + Visitor Bureau [TRCVB] planted 250 native plants in Tacoma's Titlow Park on October 12, 2012 to fulfill its pledge to meeting planners dedicated to "going green" and raise awareness about our destination and social responsibility.

"This project allows us to emotionally connect with our customers and make a big difference in the local community," said Shauna Lunde, VP of Sales + Marketing for the TRCVB. "This collaborative tree planting initiative continues to position Washington State as a sustainable choice for meetings."

The TRCVB promotes Tacoma + Pierce County on a national level with industry partners which include: the Seattle CVB, Spokane CVB, Visit Bellevue and Tulalip Resort + Casino. This partnership collectively advertises and sells Washington state as a meetings destination in the national market.

"This year TRCVB once again stepped up to help in the effort to restore natural green spaces in Tacoma. They provided and planted 250 native trees and shrubs at Titlow Park," said Mary Anderson, Natural Resources Coordinator at Metro Parks Tacoma. "Titlow Park borders the Puget Sound and provides wildlife habitat, important storm water benefits and opportunities for citizens to connect with nature. Metro Parks depends on volunteers and the support of local groups like yours in many of our habitat restoration efforts."

TRCVB gathered a group of 10 volunteers to plant the trees in partnership with Metro Parks Tacoma as part of a restoration project for local parks..

### Media Files

- TRCVB team planting trees, courtesy of the TRCVB

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*The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International.*

*For more information, visit [www.TravelTacoma.com](http://www.TravelTacoma.com).*

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