

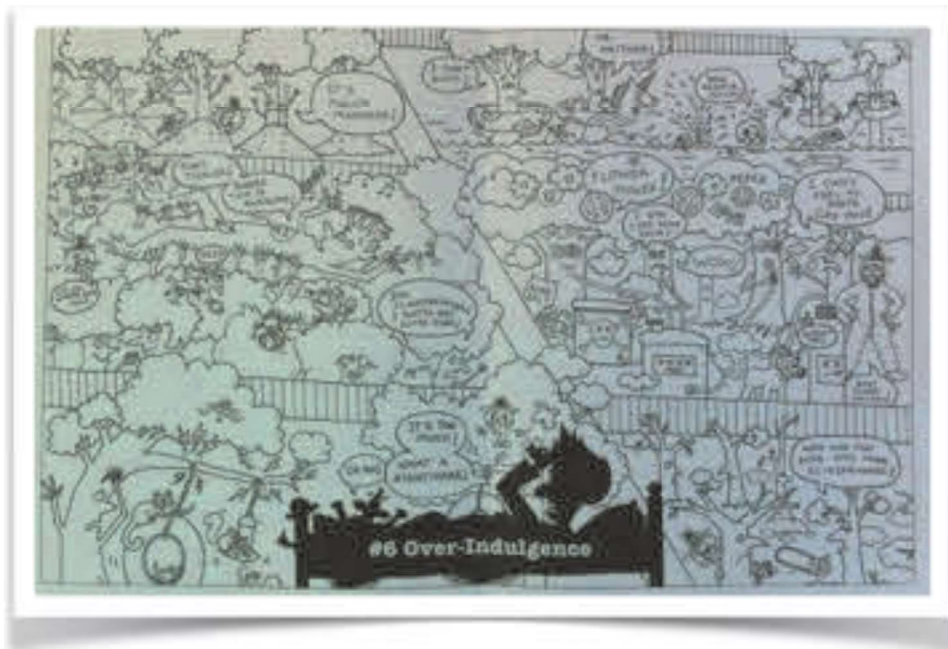
Dear Cathy Bentley;

Writing to you today, is a moment of joy as this report represents the successful completion of our True Tree Crimes colouring book project. This report is among the end steps of our project's journey marked with extraordinary and unexpected bends in the road. Please let me begin by saying, "Thank You!", for your understanding and patience while we navigated the unknown waters related to the pandemic and the rippling effects that took us all by surprise. We are now ready to distribute our True Tree Crimes colouring book

We love trees and cannot say enough about the benefits of being around them! They are a vital part of any healthy community. Caring for urban trees is important and one of our main goals for this book is to show that proper tree care is an attainable goal for every homeowner, business, and municipality. Our True Tree Crimes colouring book joyfully identifies some of the harmful (even potentially fatal) care practices. This book aims to educate and broaden awareness offering positive alternative methods easily adopted to promote good tree health.

Professor Elwood Pricklethorn continues to inspire children and adults to look at the world in a 'green' and natural way taking the time to pause and see the magic that surrounds us everyday. The professor helps us to understand the many ways trees benefit an urban area with the clean air we breathe, the shade and transpiration we enjoy, the animals and insects that find food and shelter, the beautifying effects, and the general well-being trees gift us by their proximity.

This project explores the most popular ways that urban trees are negatively impacted by activities, maintenance, and simple ignorance. By creating ten crime scenes, we use humour and invite the 'child within' through the act of colouring, to educate and raise awareness of some of the practices that can harm urban trees. It also identifies specific situations when an Arborist may be called in for professional tree care and consultation. It is education disguised as a colouring book!



The ten crime scenarios cover the following topics:
Volcano Mulching, Root-Zone Soil Compaction, Girdling the Trunk, Severing the Roots, Improper Pruning and Topping, Over-indulgence, Too Little Care, Changing the Grade, Improper Planting, and Improper Species Selection.

Warren Hoselton will use these books as hand-outs during his interactive live demonstrations performed at festivals, fund raisers, and community gatherings to share how trees are vital for the health of us all, our communities, cities, and ultimately, the planet. Within the industry, this colouring book will serve as a valuable hand-out for Arborists to pass along to their clients, or as an introduction gift at community information expos. With common sense, simple tools, and the professional advice of Arborists, trees will thrive while we derive their benefits.

The conceptualizing, writing, design, and illustrating of our book was an exciting and fun process. During the Winter and Spring of 2019, the ideas were developed and writing, designing began. In the Summer of 2019, we engaged artist Jenny Duda to work her illustrative magic. At the same time, we edited, fact-checked, and established the final design for our True Tree Crimes book. We received great feedback from those that viewed the draft of the colouring book as part of the editing process. In the Fall of 2019, we reached out to two printing companies and received competitive quotes. We approached the printer we used on our previous project, "Professor Elwood Pricklethorn's Activity Book: All About Urban Trees, junior and senior versions, and we received a quote from one other printer that was recommended to us. The printing of our project went to Richard's Printing Ltd., Port Hope, Ont. They are a family-owned company established by a father/son team in 1953. We are so pleased and grateful to have worked with Richard's Printing. Unfortunately, they had to close their doors in March, 2020, along with all businesses across Canada. It was at that moment, we were about to give the go-ahead for final approvals and printing. Printing didn't resume until July, 2020.

To produce 7,000 copies of our True Tree Crimes colouring book printed on 100% Canadian recycled paper. The budget breakdown is as follows:

Administration, Research, Development, Graphic Design.....	\$2,500.00
Original Artwork by Jenny Duda.....	\$4,000.00
Web development for Pricklethorn.com	\$ 500.00
Scanning, Printing, Binding by Richard's Printing, Port Hope, ON.....	\$5,625.99

A **BIG** Thank you to **The Canadian TREE Fund** and **The Canadian Jack Kimmel Grant Program** for the generous grant of \$6,000.00 to cover the costs of printing our True Tree Crimes colouring book and web development for **Pricklethorn.com**.

Thank you to the individual arborist companies that made one-time donations to help offset the costs of development. We were able to stay within our monetary budget and only had to readjust the timing of our project because of the precautions and closures due to the COVID 19 pandemic. In the end, we are very proud to distribute **Professor Pricklethorn's True Tree Crimes and Colouring Book: 10 Ways to Kill an Urban Tree!**

As soon as the conditions of the pandemic allow and gatherings can be safe again, we will launch our True Tree Crimes colouring book and celebrate all things TREES with all our Tree Friends!

My wish to the Canadian TREE Fund members and the Arborist community at large, is for continued good health and safety to you and your families.

With gratitude,

Julie Hinton Walker

Thank You to Our Donors!

Canadian Tree Fund - Jack Kimmel International Grant Program



Four Seasons Tree Care • Stouffville, Ontario
Debbie Leon • Toronto, Ontario
Ladybug Arborists • Lethbridge, Alberta
Urban Arbor Care • Commerce, MI, USA
Silver Creek Nurseries • Manitowoc, WI, USA

Special gratitude to **Linda Wolfe** and **Lindsay Purcell** for your advice and guidance.
Michael Rochford: Photography



Warren Heselton: The creator of the tree-loving character Professor Elwood Pricklethorn. Warren was born in Cobourg, Ontario and now resides in Richmond Hill. A graduate of Arboriculture from Humber College Landscape Technology, Toronto, 1979-1982. ISA Certified Arborist (ON299). Warren has worked as an Urban Forestry Foreperson and currently holds the position of Park Supervisor on The Toronto Islands for the City of Toronto. Since 2007, Warren has served on the Board of Directors of the Canadian Tree Fund. An 18-time annual Tour des Trees rider helping to raise more than \$65K for research and educational programs benefitting the Canadian Tree Fund. Warren serves as the event's educational outreach lead on the fund-raising tours that feature his "Professor Elwood Pricklethorn" tree presentations across North America. The Toronto District School Board and others contract Warren as an "External Presenter" for his interactive, educational program all about the love of trees.



Jenny Duder: Artist. Jenny was born and resides in Cobourg, Ontario. A graduate of the Ontario College of Art, Toronto, 1979-1983. Member of the Ontario College of Teachers. Member of CAPIC (Canadian Association of Photographers and Illustrators in Communications). Jenny won the Will Davies Illustration Scholarship for excellence in Communications Arts. After travelling through Europe, Jenny settled in Toronto working as a freelance illustrator producing advertising artwork for international clients such as Coca-Cola, Esso, and McDonalds. Jenny's work has also been commissioned for magazine and book publishers producing covers for novels, fashion illustrations, and educational material. Jenny works as an art teacher for the Peterborough Victoria-Clarington Catholic District School Board and the Northumberland Montessori School. When not teaching, you may find Jenny on a scaffolding painting wall murals, making fine art portraits, and creating children's book illustrations. Daily swims in Lake Ontario motivate and inspire her creativity and love of nature and trees.

pricklethorn.com

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