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For more information, contact:

John Bright, Marketing & Communications Manager
Cell: 319-640-0757 – email: jbright@treesforever.org

TREES FOREVER ANNOUNCES LEADERSHIP TRANSITION

Trees Forever Founder Shannon Ramsay to move into new role in early 2021. Board search underway for Executive Director.

MARION, IA, August 15, 2020 – Trees Forever founder Shannon Ramsay has announced she is transitioning into a new role after leading the non-profit organization for more than 30 years. Ms. Ramsay will continue with Trees Forever to work solely on the Planting Hope post derecho campaign and to expand major programs including Growing Futures, a youth employment initiative and replanting the Trees Forever campus.

Trees Forever was founded by Ms. Ramsay in 1989 to create a grassroots group of citizen volunteers determined to make a hands-on difference in local neighborhoods, on farms and in communities. Her vision has grown into a reality across Iowa, Illinois and nationally, where Trees Forever ensures our world is a greener, healthier, more vibrant place for our children and grandchildren.

“Shannon has been instrumental in shaping Trees Forever into the ‘boots on the ground’ volunteer organization that is it today,” said Dave Blankenship, Chair of the Board of Directors. “She is passionate about the essential role that trees, forests and natural areas play in our daily lives. She leads with dedication, knowledge and her constant focus on connecting people with opportunities to transform their farms and neighborhoods.” Ms. Ramsay will remain the Founding President and a Trustee on the Trees Forever Foundation.

“It’s an exciting time for Trees Forever as we take the opportunity for Shannon to move her focus to fundraising, and we look for an Executive Director to lead the organization’s day to day work engaging staff and volunteers to plant and care for trees and native plants,” said Brad Morgan, Immediate Past Chair and Chair of the Succession Committee, Trees Forever Board.

“It has been my great honor to found Trees Forever and work with our amazing volunteers and sponsors. Together, we’ve accomplished so much over the past 31 years, planting millions of trees and many acres of natural areas, often through long-term partnerships. I’m thrilled that our army of volunteers continues to grow, and now we are growing teens into tree planters and green careers,” said Ms. Ramsay. “Dealing with the aftermath of the derecho is huge. I really need to focus my time on fundraising for recovery and replanting. I am confident that the Board of Directors will choose an executive director who will bring exciting new ideas and energy to the Trees Forever mission.”

The Trees Forever Board is partnering with The Overture Group based in Cedar Rapids to hire an Executive Director to Ms. Ramsay. Interested candidates should contact Brandi Mueller at The Overture Group directly at bmueller@theoverturegroup.com

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About Trees Forever

Trees Forever is a nonprofit charitable organization headquartered in Marion, Iowa. Its mission – to plant and care for trees and the environment by empowering people, building community, and promoting stewardship – is fulfilled through cutting-edge programs and innovative practices. Trained and experienced staff have assisted community leaders and landowners across Iowa, Illinois and beyond with thousands of planting projects. Each year, on average, Trees Forever works with and engages more than 7,000 volunteers who give generously of their time and talents. To date, they’ve helped plant more than 3 million trees.

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