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NEWS

FOR IMMEDIATE RELEASE

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WEST LAFAYETTE TREE LOVERS TO YARN BOMB TREES NEAR CAMPUS

West Lafayette, Ind. – December 4, 2012 – Friends of West Lafayette trees will yarn bomb at least 70 trees located in near-campus neighborhoods. Yarn bombing, or guerilla knitting, is a gentle form of graffiti done, in this instance, to raise awareness of city street trees.

“Each tree will have a tree hugger and a card that imparts the thought that these trees are loved, they matter, they’re paid for with donations, and that they’re best in one piece,” said Beverly Shaw, Greenspace Administrator. “Yarn bombing has been done in hundreds of communities, but never, to our knowledge, with the goal of deterring vandalism. We hope this awareness campaign will reduce the number of broken trees.”

The messages on the trees will include humorous quotes like, “Future home of chubby squirrels,” and, “I can magically turn sunlight into food.”

“Volunteers have been working hard to knit and crochet the sweaters for the trees,” said Lynn Layden, Chair of the West Lafayette Tree Fund. “We hope our colorful efforts won’t go unnoticed and people realize how much these trees mean to everyone.”

Time and materials for this project were all donated.

Helen Lillich formed the West Lafayette Tree Fund almost 30 years ago. She was responsible for the planting of approximately 5000 trees. The Tree Fund carries on with her work.

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