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PROGRAM

Master of Ceremonies -- Glenn Kovar, Forest Service

10:30 a.m. Woodsy Owl 10,000 Trees Program

Ray Schmidt and Fran Hesson,  
lead musicians, Free State  
String Band

11:00 a.m. Moon Tree Planting Ceremony

featuring

Col. Stuart Roosa, NASA, astronaut

Hon. Frank L. Rizzo, Mayor, City  
of Philadelphia

John R. McGuire, Chief, Forest  
Service, USDA

Ernesta D. Ballard, President,  
Pennsylvania Horticultural Society

CEREMONY BRIEFING

"Moon Tree" Seedling

Event: Forest Service's First National Bicentennial Event--The planting of a "moon tree" seedling in Philadelphia's Washington Square facing Independence Hall. The seedling, a sycamore grown by the Forest Service from seeds that Colonel Roosa took to the moon and back, symbolizes the major role forests played in developing our American Heritage and the vital role forests have in our space age future.

Date, Location and Time: May 6, 1975, Washington Square by Independence Hall, Philadelphia, Pennsylvania. Program starts 10:30 a.m. Tree ceremony 11 a.m.

Sponsors: Pennsylvania Horticulture Society  
Philadelphia 76  
Washington Square Association  
NASA  
Forest Service, USDA

Ceremony

Speakers:

Col. Stuart Roosa, Astronaut

Hon. Frank L. Rizzo, Mayor of Philadelphia

\* John R. McGuire (~~in uniform~~), Chief, Forest Service, USDA

Ernesta Ballard, President, Pennsylvania Horticulture  
Society

\* Talks should be kept to 5 minutes.

\* *Being prepared by OI.*

Audience:

Audience will be comprised of National and local media, some key Federal, State, and Local officials, and 200 elementary school children. Invitations were sent to Secretary of Agriculture Earl Butz, Office of Communication Director Claude Gifford, USDA Bicentennial Coordinator Dave Granahan, Bicentennial Administration Chief John Warner, Pennsylvania's United States Senators and Representatives from Philadelphia area. Complimentary invitations also went to key conservation leaders. Acceptance list will be ready May 5.

Schedule:

May 5 - 9 p.m.: Event Briefing in Colonel Roosa's suite,  
7th floor, Holiday Inn, 4th and  
Arch Street, Philadelphia, Pa.

May 6 - 10 a.m.: Leave for Washington Square.

10:30-11 a.m.: Woodsy Owl Show "Trees and  
Pollution."

Schedule:

May 6 (continued)

11-11:30 a.m.: "Moon Tree" planting ceremony.

Actual planting to be done by  
the four speakers with Woodsy.

Lunch: Following the ceremony, lunch will be  
served at Pennsylvania Horticulture  
Society headquarters, 325 Walnut Street,  
for special guests (by invitation only).

Music.

After Lunch: Special conducted tour of Independence  
Hall, Liberty Bell, and Congress  
Hall--30 to 60 minutes, as time  
allows.

Colonel Roosa--Tour and/or taping  
of Mike Douglas TV program.

Accommodations: Special rates have been arranged at Holiday Inn  
(215-923-8660), Independence Hall, 4th and Arch Street.  
Room adjoining Colonel Roosa's reserved for <sup>no-canceled</sup> John McGuire,  
night of May 5 and standby reservation for May 6.

ATTENDANCE AT MOON TREE PLANTING

SPEAKERS:

Col. Stuart A. Roosa, NASA Astronaut  
John R. McGuire, Chief, Forest Service, USDA  
S. Robert Jacobs, Special Assistant to the Mayor of Philadelphia  
Robert C. McConnell, Director, the Fairmount Park Commission  
Ernesta D. Ballard, President, The Pennsylvania Horticultural Society

SPECIAL GUESTS:

Mr. Andrew Pew, Board of Directors, Philadelphia '76, Inc.  
Isadore M. Scott, Chairman of the Board, Tri-Institutional Facilities, Inc.  
Mrs. Nicholas R. duPont, Past Pres., Garden Club of America  
Robert E. Hartung, Vice President, Wm. Penn Chapter, Soil Conservation Society of America  
Daniel J. Snyder, III, Regional Administrator, U.S. Environmental Protection Agency  
Hobart Cawood, Superintendent, Independence National Historical Park  
Frank K. Tarbox, President, Penn Mutual Life Insurance Co.

MEMBERS OF THE FAIRMOUNT PARK COMMISSION:

Frank G. Binswanger  
Carmen F. Guarino (also city's Water Commissioner)  
Charles H. Woodward

PHS EXECUTIVE COUNCIL MEMBERS:

Herbert Goodall, Chairman  
C. Stuart Brown, Chairman, "10,000 Trees" program  
William C. McDowell  
Mrs. Eugene G. Grace  
Dr. Richard Lighty  
Alan Crawford, Jr.  
Mrs. Adolphus Lewis, Sr.  
William C. Burleigh  
Fred W. Clark  
Louise Goodall  
John E. Strong

FOREST SERVICE MEMBERS:

Jay H. Cravens, Regional Forester, Eastern Div., U.S. Forest Service  
Gordon Bamford, Acting State Forester, Dept. of Environmental Protection  
Henry Clepper, Special Projects Director, The American Forestry Assoc.  
Dr. R. Duane Lloyd, Deputy Station Director, N.E. Forest Experiment Station  
Lloyd C. Simmons, Delaware Forestry Service  
George Vitas, U.S. Forest Service, Wash. D.C.  
Ben Zerby, Deputy Director, Mid-Atlantic Regional Office, U.S. Dept. of the Interior  
Jane Riddle, Information Office, Northeastern Forest Experiment Station  
Pat Lantz, District Forester  
Richard F. Johnson, Forest Service  
Hal Marx, Bicentennial Coordinator, Forest Service, USDA

(more)

FOREST SERVICE MEMBERS, cont.

Richard A. Kennell, Chairman, Valley Forge Chapter, Society of American Foresters  
Robert D. Raisch, Director, Northeastern Area, State & Private Forestry

WASHINGTON SQUARE ASSOCIATION MEMBERS:

Barton H. Lippincott, President  
Margaret W. Kelly  
Theodore vandenBeemt  
Christian Spahr  
W. G. Jack  
W. D. Babcock  
Mrs. George Hanby  
John C. Archer  
John S. C. Harvey

Robert Silver - ?

late arrivals?

Don Dunmire  
Tom Ellis



For Immediate Release

## FOR YOUR INFORMATION

A tree grown from a seed carried to the moon and back by Astronaut Stuart Roosa aboard Apollo 14 will be planted in Washington Square facing Independence Hall Tuesday, May 6, at 10:30 a.m.

Dedicated to "Honoring Earth's Green World of Trees", the planting will inaugurate a series of Bicentennial events across the nation that will focus attention on past and future importance of trees and forest resources.

Sponsors of the First Bicentennial Moon Tree Planting are the Forest Service USDA, the Pennsylvania Horticultural Society, the National Aeronautics and Space Administration, the Washington Square Association, Philadelphia '76, and the Fairmount Park Commission.

Colonel Roosa, a Forest Service Smokejumper before he joined the Air Force; John R. McGuire, Forest Service Chief, and Philadelphia Mayor Frank L. Rizzo will be among the score of dignitaries on hand for the planting. Woodsy Owl, the famous Forest Service environmental character, will be there with special entertainment for children.

Chief McGuire hopes that a "Moon Tree" can be planted in each state during the Bicentennial year. "Forests helped make this country a seafaring nation," he said. "They became the material on which we built our nation. Today, tree by-products are vital in making space travel possible. Products such as rosin-core soldering flux for the thousands of electrical connections on a space vehicle, nylon for reentry chutes, balsa wood to protect fuel insulation systems, cork for the heat protective cover, and solid rocket propellents--all come from trees. Beyond this exciting space age, trees, the renewable resource, will play an important role in the nation's future."

The public is invited to the planting.