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Executive Travel Partners with Nebraska's NRDs to Plant 1M Trees

Executive Travel of Lincoln, NE has announced a partnership with Nebraska's Natural Resources Districts (NRDs) to plant 1 million trees over the next five years through the ETGreen campaign, starting with 50,000 trees in 2022. ETGreen was launched in September 2021 and is designed to help Executive Travel's customers offset their carbon footprint generated by airline travel. Partnering with Nebraska's 23 NRDs gives Executive Travel the opportunity to assist local landowners in planting all 1 million trees in Nebraska.

"We are excited to partner with the NRDs on our sustainability program," said Steve Glenn, Chairman of Executive Travel. "With our blockbuster ETGreen campaign we are showing our commitment to address the environmental concerns of our team and customers by planting trees to help mitigate greenhouse gases generated by our travelers. Planting trees not only helps our environment, but also beautifies the communities in which we live. The NRDs work closely with farmers, ranchers, and everyday Nebraskans to plant hundreds of thousands of affordable trees annually."

In partnership with Nebraska's NRDs, Executive Travel will source the trees from the USDA Forest Service's Charles E. Bessey Nursery in Halsey, Nebraska. Landowners will order through their local NRD and can choose from many different species to plant. "In addition to the nearly 1 million trees Nebraska's NRDs plant annually, this partnership with Executive Travel allows the NRDs to plant even more conservation trees throughout the state," said Jim Eschliman,

President of the Nebraska Association of Resources Districts. “The ETGreen initiative provides flexibility to local NRDs to reach as many landowners as possible and landowners can choose from a variety of trees that work best on their land.”

Since 1972, the Upper Niobrara White NRD assisted in the planting of over 7 million trees for use in windbreaks that protect crops and livestock, provide wildlife habitat and enhance landscapes. For a limited time, the UNWNRD will offer a ten cents per tree discount on all bareroot trees and shrubs.

To take advantage of the discounted trees or learn about additional cost-share programs, contact the Upper Niobrara White Natural Resources District (UNWNRD) at 308.432.6190 or visit www.unwnrd.org.