



# PRESS RELEASE

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FOR IMMEDIATE RELEASE  
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## VISION CENTER PARTNERSHIP WILL ADD TREES TO THE CITY

*Unique project will add donated trees to the Muscatine community landscape*

**MUSCATINE, Iowa** – The Vision Center, P.C., and the City of Muscatine Department of Parks and Recreation have partnered on a rather unique project to plant trees in Muscatine and the surrounding area. The Vision Center is donating a tree to the Muscatine community with every purchase of Botaniq eyewear, and Botaniq pledges to plant one tree in partnership with One Tree Planted.

“When the rep (Jan) came in with this new line, she explained what Tura was doing with planting a tree for every frame sold,” Tawnya Strause of the Vision Center said. “It inspired us to do the same thing for our community. Not only are the glasses unique but the company was wanting to help with replacing trees for our planet and so does Vision Center.”



An initial tree planting is scheduled for September 20 inside Riverside Park with the assistance of Parks and Recreation Park Maintenance Superintendent Nick Gow and Landscape



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Horticulturist Melissa Baker. One larger tree was purchased to start the program with 25 saplings purchased from the Iowa Department of Natural Resources (DNR) that will be allowed to grow before being planted on future planting days.

The Vision Center has made a two-year commitment to the program with plans to do another planting in Spring 2023.

Tura, Inc., a Vision Center provider, is offering a new earth friendly brand of sustainable products and a manufacturing process that integrates eco-friendly packaging for frames ... Botaniq Eyewear. Every element of Botaniq eyewear is designed with style and the planet in mind with the raw materials ISO-certified, which means they are environmentally safe. Some of the materials that make their product special is bio-based acetate, 60 percent stainless steel, and natural wood.

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