**FOR IMMEDIATE RELEASE**

**Young Tree Watering Campaign Expands to Boost Tree Survival Amid Record Heat**

The Arboricultural Association is stepping up efforts this summer to help young trees survive, as last year marked the warmest summer ever recorded globally and across Europe. With rising temperatures and dry spells threatening newly planted trees, the Association’s Young Tree Watering Campaign is expanding to ensure that tree planting efforts truly make a lasting impact.

Research shows that 30% of newly planted street trees die within their first years, often due to lack of proper aftercare. Since its launch in 2020, the campaign has distributed over 10,000 tree watering tags—including 3,500 free tags to community groups—to remind people to water young trees during dry weather.

This year, the campaign introduces new features:

* Supporters can now add order and download watering tags and posters for trees in their area.
* Free packs of pre-printed watering tags are available for tree watering champions to attach to local trees in need.
* Tags are available in five languages and have been spotted as far away as Auckland, New Zealand.

The campaign has gained support from leading environmental organizations, including the Woodland Trust, emphasizing the importance of aftercare to help millions of newly planted trees reach maturity.

Local authorities and residents across the UK are joining forces to water young trees, recognizing that planting is just the beginning. Proper aftercare ensures trees survive to deliver environmental benefits and combat the climate crisis.

Everyone can help young trees thrive. To learn more or get involved, [**https://trees.org.uk/watering**](https://trees.org.uk/watering)

**Notes to Editor**

Summer 2024 was the Earth's warmest on record, according to the Copernicus Climate Change Service. It was also the warmest across Europe at 1.54C above the 1991-2020 long term average, exceeding the previous record from 2022.

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**Tree Watering Campaign:**

The Association worked with tree officers across the country to develop new materials for a tree watering campaign which was launched in May 2020. This collaborative project with the London Tree Officers Association (LTOA), Municipal Tree Officers Association (MTOA) and Association of Tree Officers (ATO) has resulted in an information poster and watering tags which can be printed at home and affixed to tree stakes or tied to the tree. These are free to download and can be found online at [www.trees.org.uk/watering](http://www.trees.org.uk/watering)

**Young Tree Establishment Guide:**

The Association has a [free-to-download](https://www.trees.org.uk/Help-Advice/Guide-to-Young-Tree-Establishment) ‘Guide to Young Tree Establishment’, which expands on the watering guide and covers key areas including ‘Why plant a tree?’, ‘Where to plant a tree?’, ‘What tree to plant?’, ‘How to plant a tree’ and ‘Young tree aftercare’.