



THE NEW HEADQUARTERS OF MEDIA GENESIS, on Stephenson Highway was a bevy of activity last week. Here company president Brad Frederick, one of the company's owners and the next president of the Troy Chamber is interviewed by Channel 7 who came to see the company's yard go green.

Media Genesis New HQ Gets Visit by the Green Corps

In a mostly industrial area in Madison Heights, the new Headquarters of Media Genesis (www.mediaG.com), a local web development company, received the visit of local media Channel 7 and the Greening of Detroit Green Corps. The Green Corps is a program run by the Greening of Detroit (www.greeningofdetroit.com) where close to 50 inner city teenagers work over the summer on a number of forestation and ecological projects.

Traditionally, the Greening of Detroit, and the Green Corps mostly work in Detroit urban areas, reforesting many of Detroit's main arteries and creating parks.

The planting last week included a Golden Ginkgo Biloba grove - an unusual tree that is coined a living fossil - part of a family that lived as far back as 270 million years ago. In addition, a hedge of native grasses brings life and vitality to an otherwise mostly industrial area.

Working in five teams, the Green Corps are supervised by team leaders and by forester and education coordinator Joe Sulak and President Rebecca Salminen Witt.

The Green Corps initiative was founded in 1998, and serves as a vehicle for The Greening of Detroit to spread its message to high school students. Students from the ages of 14 through 18 are eligible. The Green Corps takes care of 28,000 trees in the city of Detroit. Each of the 5 teams are

sponsored by a corporation and the overall initiative is underwritten by Ford Motor Company who donated trucks and provided funding. This year over 200 applicants competed for close to 50 spots on the Green Corps program.

"It's exciting for us in many ways. First, we help provide a professional experience that can lead to very applicable job skills and careers. The Green Corps members learn team-building and how to meet objectives and much more. Second, this fits our model of corporate responsibility - by creating an environment that is pleasant to work in, by beautifying the surrounding area and by supporting one of the best non profits in the City of Detroit and the suburbs. It really is a win win win." explained Antoine Dubeauclard and Brad Frederick, Media Genesis owners.

The Greening of Detroit is a Detroit-based non-profit organization founded in 1989 to combat the loss of close to 1/2 million trees in the city between 1950 and 1980. For more information on the Greening of Detroit, write to:

The Greening of Detroit
1418 Michigan Avenue
Detroit, MI 48216
or call and email
Phone: 313.237.8733
Fax: 313.237.8737
Email: info@greeningofdetroit.com
Web: www.greeningofdetroit.com