**CASE to Plant a Tree for Every Landscaping Company that Participates in #CASETrees Social Media Event**

*CASE will plant a tree for every landscaping company that uploads a crew photo to the CASE Facebook page or Instagram with the #CASETrees hashtag in honor of Earth Day.*

*Racine, Wis.,* March 1, 2016

[CASE Construction Equipment](http://www.casece.com) has launched the #CASETrees social media event for landscape and nursery businesses. Each company that uploads a photo of its crew to the [CASE Facebook page](https://www.facebook.com/caseconstructionequipment.usandca/?fref=ts) or Instagram before Earth Day (April 22) and uses the #CASETrees hashtag will have a tree planted in its honor by CASE.

“We honored construction crews last year by highlighting all they do to build the community around us. This year, we’re tipping our hats to landscapers,” said Athena Campos, senior director of marketing, CASE. “It’s a grueling yet rewarding job that helps shape and improve our communities. This is our way of acknowledging their contribution as well as doing something to improve our environment.”

The event is open to all landscaping companies in North America through April 22, 2016. There are two ways to participate:

* Upload and tag a photo of your landscaping crew to the [CASE Facebook page (click here)](https://www.facebook.com/caseconstructionequipment.usandca/?fref=ts).
* Post and tag the photo of your landscaping crew to Instagram using the #CASETrees hashtag.

CASE will thank and recognize each company that takes part via social media, so participants are encouraged to include the name and location of the company in their post. Each submission may also be used in a national ad campaign honoring the landscaping industry.

For more on CASE and its involvement in the landscaping industry, visit [CaseCE.com/Landscaping](http://casece.com/en_us/Landing/Pages/landscaping.aspx).

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CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 backhoe loaders, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at [www.CaseCE.com](http://www.casece.com/).

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