

Timberland Digs in at Eglinton Park Heritage Community Garden in Celebration of Earth Day

Timberland volunteers to pull on their Timberland boots and Organic cotton T-Shirts to help ready Toronto's first community garden in a city park for thousands to enjoy

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TORONTO, ONTARIO – April 18, 2005: In celebration of Earth Day on April 22 and in conjunction with this year's National Volunteer Week, Timberland is partnering with the North Toronto Green Community, a community-based organization dedicated to the improvement of the environment in Toronto, to help prepare the Eglinton Park Heritage Community Garden for use by both residents and visitors alike. A "hands-on" gardening experience for urban dwellers and a fascinating educational experience for all those involved, the garden has fostered a sense of community, produces fresh vegetables for local food banks and provides a spot in the park to rest, relax and appreciate nature in an urban environment.

Each year, Timberland celebrates its commitment to Earth Day and the environment by supporting local service events in communities across the globe. This year, Timberland **is sponsoring events in 92 locations across the United States and more than 125 globally, with an expected 30,000 hours of service to be performed.**

The company's interest in helping to preserve the environment is just one element of its commitment to creating positive, sustainable change in communities all over the world. It is the originator of an innovative program promoting volunteerism called **Path of Service™**, in which employees receive 40 hours of paid time-off to serve in their communities.

On Earth Day, a team of 50 volunteers from Timberland Toronto, which will include, friends, family members and pets will lend their support – and their muscles -- to the beautification and enhancement of the garden by painting archways, gardening, constructing benches for visitors to enjoy, building feeders (with the aid of an NTGC instructor) to encourage the presence of a variety of birds, planting trees and flowers, mulching and providing general clean up for the betterment of both the garden and the community.

The day's activities will also see the Timberland team participating in Toronto Mayor Miller's 20 Minute Toronto Makeover. At 2:00 p.m., the Timberland volunteers will join citizens across the city as they clean up areas around homes, offices, parks and businesses in an effort to beautify Toronto. At the end of the day, Timberland will donate two park benches to the garden in recognition of Earth Day 2005.

Explains Timberland General Manager, John Evans, "Timberland's commitment to strong communities and volunteerism aligns with our corporate mission to equip people to make a difference in the world. It is our pleasure to partner with the North Toronto Green Community on Earth Day to help prepare this beautiful working garden to be enjoyed by thousands of residents and visitors in the community."

Adds Minaz Asani-Kanji, Executive Director of North Toronto, "We rely heavily on the help of volunteers, so we are delighted to work with Timberland, an organization that has a proven record of dedicated community service and commitment to the environment, on helping to revive this much-loved garden after a long winter. More than just a collection of plants and trees, the Eglinton Park Heritage Community Garden is a vital part of our community, offering thousands of residents a place to enjoy both the beauty and benefits of nature."

Eglinton Park Heritage Community Garden, (200 Eglinton Ave. West)

Containing a large compost project, the garden is used as a demonstration site in the community for tree planting, composting, mulching, planting heritage and native plants including vegetables, pruning, and other organic gardening techniques. Situated in a North Toronto city park complete with baseball fields and walking trails, the garden is enjoyed by approximately 100 visitors a day.

About the North Toronto Green Community

Celebrating its tenth anniversary this year, The North Toronto Green Community is a non-profit association working to promote conservation through grassroots action and the development of sustainable, self-supporting, long-term initiatives that are community based. The organization is involved in a number of projects and initiatives including the Lost Rivers Walk, The 1000 Tree Program, The Green Garden Visit program and the development and preservation of the Eglinton Park Heritage Community Garden, the first community garden in a city park of its kind. To find out more about North Toronto Green Community's programs please visit www.ntgc.ca.

About Timberland

Timberland (NYSE: TBL) is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors and their time in it. Timberland® products are sold worldwide through leading department and specialty stores as well as Timberland® retail stores. Timberland's dedication to making quality products is matched by the company's commitment to "doing well and doing good" -- forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland, please visit www.timberland.com. For more information about Timberland's commitment to corporate social responsibility, including a searchable database of thousands of volunteer opportunities, please visit

www.timberlandserve.com.