

News Release



PlantNebraska | 102 Keim Hall, P.O. Box 830964, Lincoln, NE 68583-0964 | plantnebraska.org

FOR IMMEDIATE RELEASE
Jan. 20, 2026

For more information, please contact:
Michelle DeRusha
402-472-8478 (office) | 402-314-3668 (cell)
mderusha2@unl.edu

NEBRASKA STATEWIDE ARBORETUM ANNOUNCES NAME CHANGE TO PLANTNEBRASKA *New name reflects expanded mission and invites all Nebraskans to help grow a greener future*

LINCOLN, Neb. (Jan. 20, 2026) – The Nebraska Statewide Arboretum (NSA) recently announced that it has changed its name to PlantNebraska, a move that better reflects the organization’s evolving work and expanded mission and vision for the future.

History and Roots

Nebraska Statewide Arboretum was founded in 1978 as a public/private partnership with the University of Nebraska-Lincoln Institute of Agriculture and Natural Resources to create a network of arboretums across the state where a variety of trees would be planted, researched and enjoyed.

It was apparent to the organization’s founders that an arboretum in Brownville would have little relevance to a resident of Alliance, and thus, the concept of a statewide arboretum was born--a way to take the arboretum to the people, integrated into communities across the state, making it both accessible and relevant for all Nebraskans.

Forty-eight years later, the organization’s reach, mission and partnerships have grown beyond the original concept of a statewide arboretum.

“Our work has grown far beyond what ‘Nebraska Statewide Arboretum’ communicates at first glance,” said PlantNebraska Executive Director Hanna Pinneo. “Today we are an organization that continues to connect people across the state, not only through our network of arboretums, but also through grant support, planting trees, creating gardens and green spaces and engaging in community-building.”

PlantNebraska offers three grant programs: Trees for Nebraska Towns, Greener Towns and Urban and Community Forestry Grants. Over the last 30 years it has distributed more than \$10 million in grant funds to communities across the state. Each year, PlantNebraska partners with dozens of communities to plant more than 1,000 trees in public landscapes across the state.

A Name and a Call to Action

PlantNebraska is both a new name and a call to action. It honors the organization’s deep Nebraska roots while inviting people of all ages and backgrounds to help grow healthier communities, resilient landscapes and a greener future for generations to come. The new name is designed to be clearer, more welcoming and easier for new audiences to discover the organization and understand its mission.

What's Changing—and What's Not

In the coming months, the public will see a new name, logo, website and visual identity. What will not change is the organization's mission and programs. Planting projects, community grants, educational workshops and partnerships with more than 100 Nebraska Statewide Arboretum network sites across the state will all continue.

Strengthening Visibility and Impact

The name change is expected to strengthen the organization's visibility across Nebraska, help engage younger and more diverse audiences and make it easier for people to connect with the mission. The PlantNebraska Board of Directors and staff view the transition as a way to build momentum for more members, volunteers and community partners to join in the work of planting Nebraska.

For more information about the name change, visit plantnebraska.org/new-name.

-END-

PlantNebraska is a 501(c)3 nonprofit founded in 1978 that plants Nebraska for healthy people, vibrant communities and a resilient environment. We do this through tree planting, garden making, education and community building. We value our partnerships with our more than 100 affiliate sites throughout the state, more than 1,200 members and with the Nebraska Forest Service and the Institute of Agriculture and Natural Resources at the University of Nebraska. Over the last 30 years we've distributed more than \$10 million in grant funds to communities across the state to help make Nebraska a place where everyone wants to live, work, and play.