

Why is the Nebraska Statewide Arboretum changing its name?

Our work has grown far beyond what “Nebraska Statewide Arboretum” could capture. PlantNebraska better communicates who we are today—an organization connecting people across the state through trees, gardens, and green spaces.

What does PlantNebraska mean?

It’s both a name *and* a call to action. PlantNebraska celebrates our Nebraska roots while inviting everyone to help grow healthier communities, resilient landscapes and a greener future.

What will change?

You’ll see a new name, logo, website and fresh look. What won’t change is our mission or programs—you’ll still see the same planting events, grants, workshops and network you’ve always supported. And we still plant Nebraska for healthy people, vibrant communities and a resilient environment.

How does the name change benefit our mission?

- Our new name strengthens our identity and visibility statewide.
- It helps us reach younger and more diverse audiences.
- It makes it easier for people to connect with our mission at first glance.
- And it builds momentum for more members, volunteers and community partners to join you in this work.

Will programs or funding priorities change?

No. All programs, grants and resources available remain the same. The rebrand helps ensure these programs will reach more people and have greater impact.

How can I support the transition?

- Share the news of our new name with your friends and community.
- Starting October 29, use PlantNebraska when talking about us on social media.
- Invite friends, family and neighbors to join PlantNebraska—whether as members, volunteers or donors.

Thank you for helping us plant Nebraska!

