

## FFWPU USA: Jeffrey Silerio's Las Vegas Shine City Project Celebrates Arbor Day

Naokimi Ushiroda

April 29, 2022



Living among some 73,000 tree species globally, today we celebrate national Arbor Day and humanity's love for nature.

[Arbor Day](#), which falls on the last Friday of April, encourages people to plant trees - and many communities traditionally organize tree-planting and litter-collecting events on or around the holiday, including a number of young Unificationists.

"In honor of Arbor Day, Shine City Project is helping to plant ponderosa pine trees at Mount Charleston," says Shine City Project ([SCP](#)) National Director, Jeffrey Silerio, who oversees the volunteer group of young Unificationists from Las Vegas. The team returned to Spring Mountains National Recreation Area, also known as Mount Charleston, after holding back-to-back nature service projects across the community throughout this spring.

"In early April, we had 17 volunteers make our way to Macks Canyon, a popular campground also in the Spring Mountains National Recreation Area," says Silerio. "It was great being able to breathe in the fresh, cool air while being surrounded by the numerous trees."

"In the distance, we could also still see snow in the higher elevations," he says. "With grabbers and trash bags, our volunteers picked up litter in areas near the campground entrance and along Macks Canyon

Road. After two hours, our volunteers were able to collect over 290 pounds of litter! We had such a great time being there."



Last week, SCP celebrated Earth Day by cleaning up Sloan Canyon National Conservation Area along the southeast edge of the Las Vegas Valley. The team also recently participated in the semi-annual [Las Vegas Wash Green-Up](#), where every spring and fall volunteers help revegetate part of a 12-mile long channel that feeds the valley's excess water into Lake Mead.

"Along the way, the Las Vegas Wash flows through the Clark County Wetlands Park, which has an important role of helping to filter the water," says Silerio. About 15 SCP volunteers helped plant more than 5,000 shrubs and grasses across some nine acres of the Las Vegas Wash. "We planted globemallow, brittlebush, desert marigold, and alkali sacaton," he says. "These plants are all native to the Mojave Desert ... Our team made up almost half of the total volunteers who came to support the event."

The group visited the Clark County Wetlands Park on another occasion, where they planted new trees and plants outside the park's nature center. "With a wheelbarrow and some buckets, our team helped to move rocks into the planting area from another part of the nature center," says Silerio. "We removed some trees from their pots and placed them into their new homes. And with wire cutters, we cut and positioned wire cages around the trees to prevent animals such as rabbits from harming the newly planted trees. We also put in emitters for the drip irrigation system."





Silerio says such planting and cleanup projects feel rewarding and cultivate a deeper love and respect for nature among participants. "These hands-on experiences provided our volunteers with new learning opportunities about the native plants in our area, as well as about general landscaping and gardening," he says. "It's such a great experience being able to contribute and care for our environment ... and then come back and see how the area transforms and becomes more beautiful over time."

True Parents also encouraged and fostered an endearment toward nature, articulating that it's a way to more intimately connect and build our relationship with God. "Human beings and nature have an inseparable relationship," wrote True Mother in her [memoir](#), *Mother of Peace* (2020). "We can be enlightened to God's act of creation and His mystical truth through nature, which represents Him, only when we live in it, invest in it, and study it ... When we do so, we can live each day with a heart of love and gratitude."

You can learn more about national Arbor Day [here](#).



# SHINE CITY PROJECT

FROM SIN CITY TO SHINE CITY



## ABOUT

NINE YEARS AGO, A GROUP OF VOLUNTEERS ORGANIZED A CLEANUP AT THE CORNER OF SAHARA AVENUE AND LAS VEGAS BOULEVARD ON **MARCH 16, 2013**. THE SERVICE PROJECT WAS HELD IN FRONT OF BONANZA GIFT SHOP, WHICH IS POPULARLY KNOWN AS THE "WORLD'S LARGEST GIFT SHOP". THIS OCCASION WOULD MARK THE BEGINNING FOR AN ORGANIZATION WHOSE GOAL WOULD BE TO TURN LAS VEGAS **FROM "SIN CITY" TO "SHINE CITY"**.

IN A CITY OF LUSTFUL DESIRES, GREEDY TRANSACTIONS, AND SELF-INDULGENCES, SHINE CITY PROJECT **CHALLENGES OUR CITY'S CULTURE OF SELF-CENTEREDNESS TO BECOME ONE OF SELFLESSNESS**. WE AIM TO **BUILD LEADERS OF HEART AND CHARACTER WHO SHARE LOVE AND COMPASSION FOR OTHERS** WHILE BEING **STEWARDS FOR THE ENVIRONMENT**. TOGETHER, WE WILL CREATE A MORE **LOVING AND CARING COMMUNITY** WHICH IN TURN CAN CREATE A MORE **LOVING AND PEACEFUL WORLD**. IF A CHANGE CAN HAPPEN IN LAS VEGAS, **A CHANGE CAN HAPPEN EVERYWHERE**.

## OUR INSPIRATION

Rev. Sun Myung Moon and  
Dr. Hak Ja Han Moon

The inspiration for starting Shine City Project came from Rev. Sun Myung Moon, and his wife, Dr. Hak Ja Han Moon. The two have inspired and pioneered for a worldwide movement





for peace across races, religions, and nationalities. By creating loving families and by living for the sake of others and for the world, world peace is achievable.



"Heaven is not what we are given but what we must build." – Rev. Sun Myung Moon

## OUR AFFILIATES

**YOUTH AND STUDENTS FOR PEACE (YSP USA)**  
strives to advance world peace by empowering youth and students to become global citizens through character education and peace projects supporting the UN Sustainable Development Goals.



**COLLEGIATE ASSOCIATION FOR THE RESEARCH OF PRINCIPLES (CARP LAS VEGAS)**  
seeks to create an inspired youth movement progressing society to become a global family united upon Universal Principles. We empower young adults to become global leaders who will contribute towards building a unified world centered upon God's love, by providing education and training based upon our core values.

## WHAT'S NEXT?



*Shine City*  
- Project -

9 - 12 **04.23.22**  
SLOAN CANYON



*Shine City*  
- Project -

12 - 2 **04.30.22**  
MT. CHARLESTON

FOR MORE INFORMATION, CONTACT JEFFREY SILERIO  
OR EMAIL [SHINECITYPROJECTLV@GMAIL.COM](mailto:SHINECITYPROJECTLV@GMAIL.COM).

## GALLERY





October 30, 2015 @ Haunted Harvest, Springs Preserve



October 20, 2018 @ 33 Hole Overlook, Lake Mead



March 2, 2019 @ Las Vegas Wash



August 17, 2019 @ Catholic Charities of Southern Nevada with International Leadership Training Program (ILTP)



September 2, 2015 @ UNLV Involvement Fair



July 31, 2015 @ Las Vegas Rescue Mission



July 25, 2015 @ Clean the World



Shine City Project's 2nd Anniversary Celebration (March 14, 2015)



April 26, 2013 @ Lorenzi Park



August 16, 2014 @ CARP Las Vegas Learning Center



Shine City Project's 3rd Anniversary Celebration (March 18, 2016)



August 22, 2014 @ CARP Las Vegas House



November 9, 2019 @ Just One Project - Helen Marie Smith Elementary School



October 13, 2018 @ Las Vegas Wash with Generation Peace Academy



August 15, 2014 @ Mt. Charleston



April 25, 2014 @ El Pollo Loco



August 9, 2014 @ Rebel Recycling Center



Shine City Project's 1st Anniversary (March 15, 2014 @ Sunset Park)



April 27, 2019 @ Pittman Wash



April 20, 2019 @ Gilcrease Nature Sanctuary



Our First Service Project (March 16, 2013 @ World's Largest Gift Shop)



March 9, 2019 @ Las Vegas Community Healing Garden



Shine City Project's 6th Anniversary Celebration (March 16, 2019 @ CARP Las Vegas Learning Center)

# CONTACT

Interested in joining?  
Have a service project

Name \*

Message





## Wash Team hosts spring planting event

The Las Vegas Wash Coordination Committee (LVWCC) hosted its annual spring Wash Green-Up on the morning of Saturday, March 12.

The event took place on the north side of the Las Vegas Wash, revegetating an area associated with the completion of the Sunrise Mountain Weir.

Dozens of volunteers helped plant more than 2,000 one-gallon plants across the 9-acre site, completing the last of the restoration associated with construction of weirs along the Wash.

This project was partially funded through a non-point source pollution grant from the Nevada Division of Environmental Protection.

[Learn more about Green-Up events.](#)

## Where to go at the Las Vegas Wash

### Clark County Wetlands Park

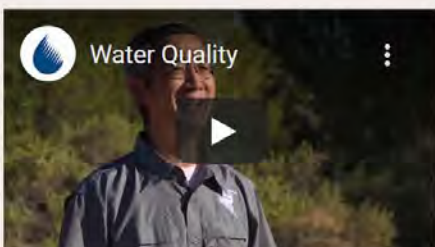
- 210-acre Nature Preserve
- Miles of trails for walking, biking, bird watching and more
- Nature Center with 10,000 square feet of interactive displays, artwork and activities

[Get Directions](#)

### Henderson Bird Viewing Preserve

- Home to thousands of migratory and resident desert birds
- Nine ponds available for birding
- 3/4-mile long trail accessible by wheelchair

[Get Directions](#)



### Water quality

See how the wetlands at the Wash clean the water that runs through them, filtering out harmful residues from fertilizers, oils and other contaminants that flow downstream.



### Revegetation

Find out how we are working to replace hundreds of acres of lost wetlands vegetation through restoration efforts.



### Wildlife

Learn how we study hundreds of birds, fish and other wildlife species at the Las Vegas Wash.



## Wildlife research



[Amphibians](#)



[Birds](#)

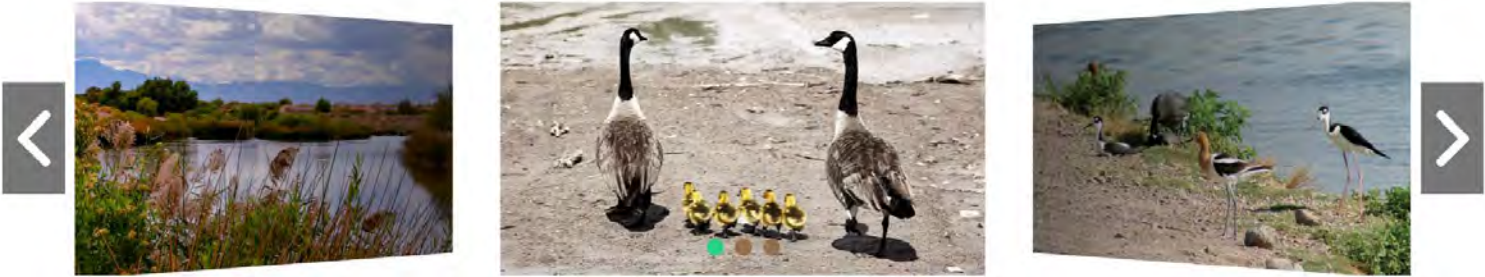


[Macroinvertebrates](#)



[Reptiles](#)

## April at the Las Vegas Wash



## Wetlands Birding Walks

April 17, 2022, 7:30 - 9:30 a.m.

[Get details.](#)



**LAS VEGAS WASH**  
COORDINATION COMMITTEE

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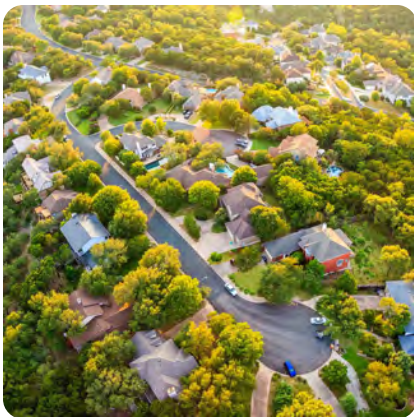
— CELEBRATING —

150<sup>TH</sup>

ANNIVERSARY  
OF ARBOR DAY

APRIL 29, 2022

National Arbor Day is April 29, 2022. This year marks the 150th anniversary of the tree planter’s holiday, and we’re excited to celebrate with you! Below you will find information about Arbor Day events happening where you live as well as resources to help you plan a celebration in your community.



## ARBOR DAY DATES ACROSS AMERICA

National Arbor Day is always celebrated on the last Friday in April, but many states observe Arbor Day on different dates throughout the year based on best tree planting times in their area. Find out when your state celebrates.

Select your state or territory

[FIND OUT WHEN PEOPLE ACROSS THE GLOBE CELEBRATE TREES →](#)

## SHARE YOUR #ARBORDAY

During the week of Arbor Day, your social post can turn into trees planted! The Arbor Day Foundation



will plant one tree for EACH Instagram, Twitter, or Facebook post with the hashtag #ArborDay, up to 75,000 trees. What's more, Kimberly-Clark is matching our efforts, so up to 150,000 trees will be planted.

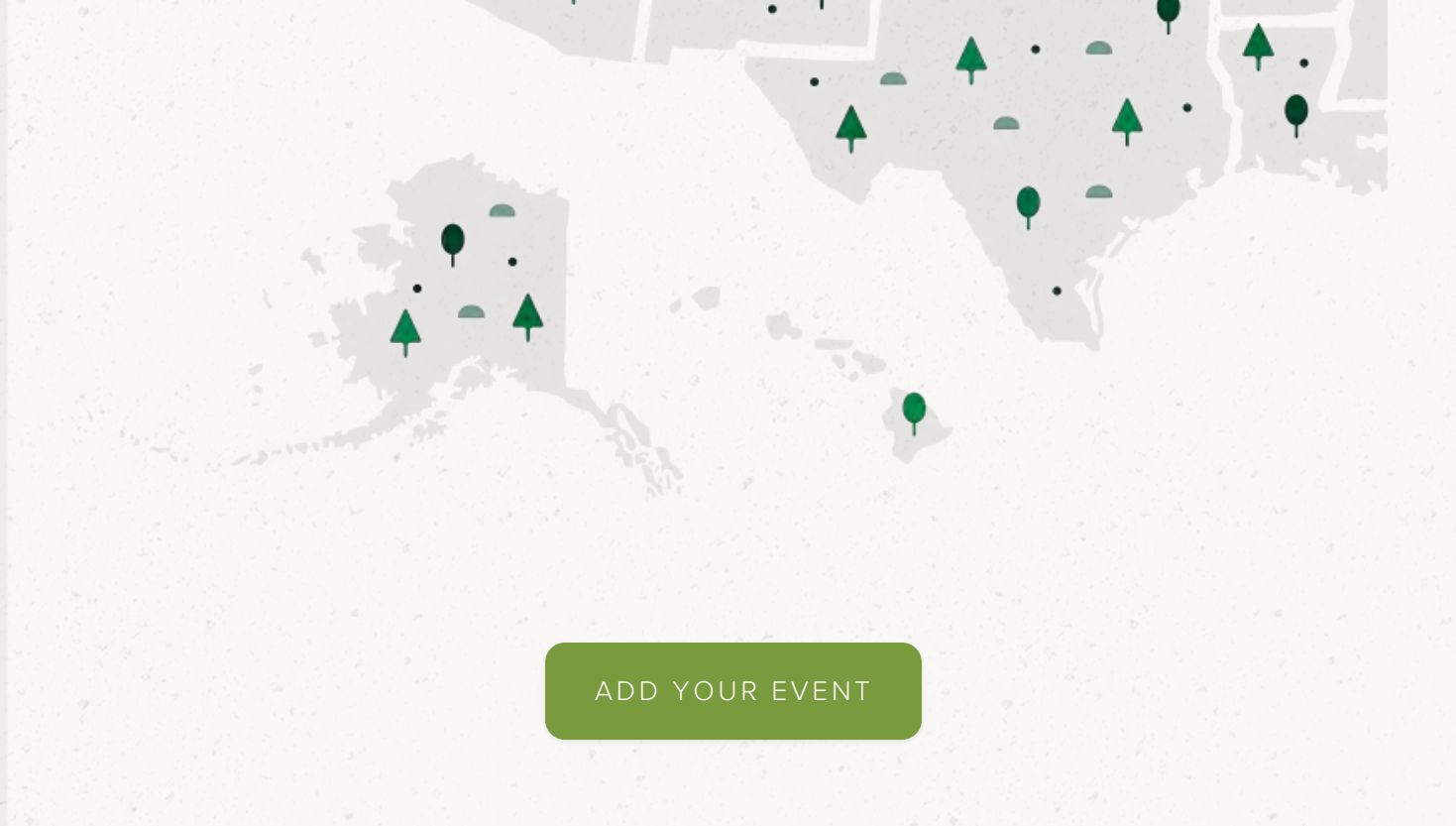


LOAD MORE

FIND CELEBRATIONS  
IN YOUR STATE







ADD YOUR EVENT

## RESOURCES

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HISTORY OF ARBOR DAY



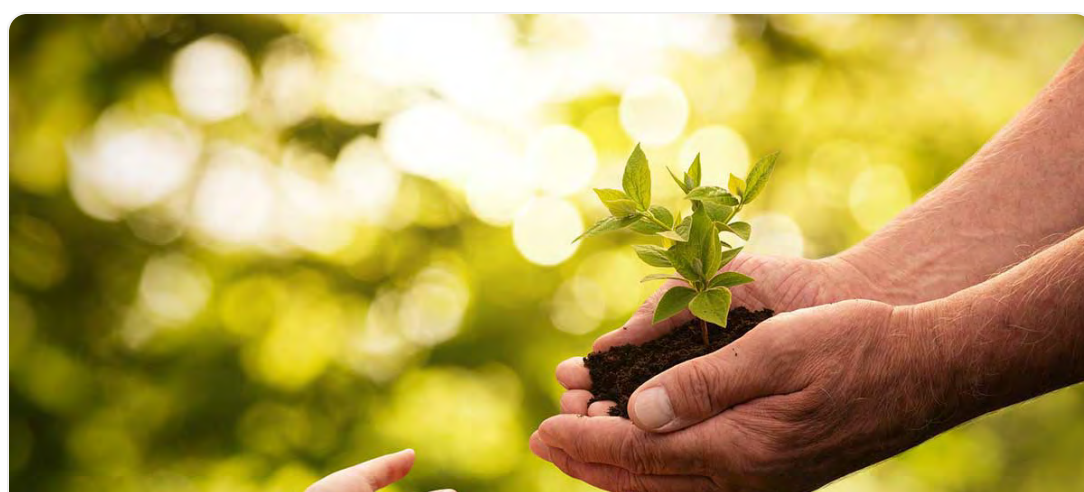
PLANTING TIPS



EDUCATIONAL MATERIALS



CELEBRATION MATERIALS







## 150 Ways To Celebrate Trees on Arbor Day

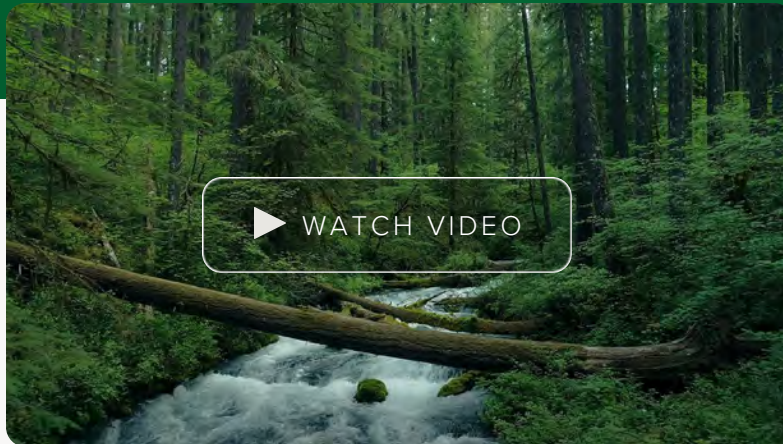
This year marks the 150th anniversary of Arbor Day, and we want all of you to get involved in the celebration...

[READ MORE →](#)



The Arbor Day Foundation has been inspiring people to plant, nurture, and celebrate trees since 1972. And that simple mission has had a global impact. The Foundation has grown over the last five decades to become the largest member nonprofit organization dedicated to planting trees, planting and distributing nearly 500 million trees worldwide.

[LEARN MORE](#)



### WE INSPIRE PEOPLE TO PLANT, NURTURE, AND CELEBRATE TREES.

*The Arbor Day Foundation is a 501(c)(3) nonprofit conservation and education organization. A million members, donors, and partners support our programs to make our world greener and healthier.*

### MORE ABOUT OUR MISSION AND PROGRAMS...

#### INFO

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