

Earth Day Canada celebrates 25 years with ambitious “crowd-planting” campaign, new Earth Flag, forest-bathing installation and more.

Organization announces action-packed Earth Month agenda, asking Canadians to start #Rooting4Trees and support real action on climate change

April 4 2016, Toronto, ON: Earth Day Canada is joining an ambitious worldwide campaign to grow the global forest by planting 7.8 billion trees, one for every person on the planet, by 2020. It kicks off this month with the organization’s first-ever “crowd-planting” campaign, #Rooting4Trees, found online at EarthDay.ca. The goal is to have a commitment of 25,000 trees secured by the end of April (Earth Month). Participants receive perks in return for pledges and can sign up for tree-planting events on National Tree Day.

“If we could plant 25,000 trees every day until 2020, we’d reach 35 million trees — one for every person in Canada,” says Deb Doncaster, President of Earth Day Canada. “That’s in line with international targets, and it’s where we need to be. This is our way of demonstrating not just the need for reforestation but the drive Canadians have to make it happen.”

To spread awareness about the #Rooting4Trees campaign, Earth Day Canada is inviting the public to stop by the organization’s headquarters in Toronto during the month of April to experience, first-hand, the healing benefits of forest-bathing — a clawfoot tub surrounded by an array of native tree species will be set up on the front lawn, where bathers will be encouraged to take a “selfie” and share it on social media to promote the crowd-planting effort.

Those who contribute to the campaign are also invited to add their digital signature to a newly designed — and enormous! — Earth Flag, featuring work by award-winning Canadian artist Charles Pachter and already signed by over 250,000 people from across the country, including 'VGP's (Very Green People) Prime Minister Justin Trudeau, Leader of the Green Party Elizabeth May, Toronto Mayor John Tory and many others.

Ms. Doncaster will unveil the new 30' x 50' Earth Flag in public for the first time at 12:30 pm EST on Friday, April 15th, at the Green Living Show in Toronto. She and special VGP guests will be on hand to speak about why now is the time for renewed focus on addressing climate change; there will also be an opportunity here to sign the flag and 'forest bathe' in the Earth Day Canada booth.

Topping off the 25th anniversary is the organization’s annual fundraising gala, the Earth Ball, happening at Mill Street Brewery in Toronto’s historic Distillery District on April 22nd. Celebrity chef Michael Stadtländer will serve up a

sustainably sourced meal to more than 400 environmental leaders. The winners of the Canada-wide “Hometown Hero” awards will be honoured; speakers include First Nations activist Josephine Mandamin and David MacDonald, advisor to the Truth & Reconciliation Commission.

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Media Opportunities:

April 1 - 30	Deb Doncaster, President of Earth Day Canada, available for interviews
April 8: Toronto	City Councillor Gord Perks experiences forest-bathing at Earth Day Canada headquarters, poses for selfie and other photo opportunities (276 Roncesvalles Ave).
April 8 - 30: Toronto	Media and members of the public are also encouraged to participate in Earth Day Canada’s forest-bathing installation Monday through Friday, 10 am - 4 pm EST. 276 Roncesvalles Ave
April 15: Toronto	Earth Flag “big reveal” at Green Living Show (in attendance: artist Charles Pachter at 12:30 p.m. EST., John Godfrey, Special Advisor on Climate Change, MOECC, and other VGPs – Very Green People)
April 22 (Earth Day): Toronto	Earth Ball gala event at Mill Street Brewery, 6 - 10 pm EST.

About Earth Day Canada

Celebrated every year on April 22, Earth Day is the largest environmental event in the world. More than six million Canadians—including nearly every school-aged child—participate in an Earth Day activity in their communities. We partner with and support hundreds of organizations across the country, as they engage Canadians in annual celebrations of this special day. Founded in 1990, Earth Day Canada is a national environmental charity. We offer free, year-round, award-winning programs to educate and inspire Canadians of all ages, backgrounds and sectors to reach local environmental solutions. Our mission is to foster and celebrate environmental respect, action and behaviour change that lessens our impact on the earth.

www.earthday.ca