



Media Release

16th July 2013

Locals Get Outside and Grow on National Tree Day

Much-loved countrywide event reaches 20-millionth seedling planted

Planet Ark is inviting local residents to get outside and grow for National Tree Day on Sunday 28th July. This year marks a milestone event, as Planet Ark and sponsor Toyota Australia prepare to plant the 20-millionth seedling since the event began.

National Tree Day is Australia's largest tree-planting and nature care event. Each year over 200,000 people take part in National Tree Day events at 3,000 sites organised by councils, schools, businesses, communities and Toyota Dealers across the country.

Since Planet Ark launched National Tree Day in 1996, more than three million participants have planted 18.6 million native trees, shrubs and grasses.

As well as planting trees and grasses at new sites, participants will green their communities by planting vegetable and bush tucker gardens and visiting former National Tree Day sites to undertake weeding and maintenance. New this year, individuals are able to organise personal activities at home with family and friends in backyards, on balconies, or even along neighbourhood nature strips or streets (council permitting).

"National Tree Day is a great opportunity to connect with your community or family, help the environment, have fun and contribute to a legacy for future generations," says National Tree Day Manager Debbie Agnew. "Planet Ark's recent research report reveals shrinking backyards, screen time and long working hours have concerning implications for Australia's renowned outdoor way of life and our health, so National Tree Day is a call-to-action for all Australians to get back outside."

The research report, titled *Missing Trees – The Inside Story of an Outdoor Nation** and sponsored by Toyota, builds upon previous research commissioned by Planet Ark that shows a direct link between childhood contact with nature and a range of health and wellbeing benefits.

Schools Tree Day, on Friday July 26, is the dedicated day for Australia's younger generation to play their part in National Tree Day, and primary and secondary students from over 2,000 schools across Australia are expected to participate.

Tony Cramb, Toyota Australia Executive Director of Sales & Marketing commented: "Toyota has always been actively committed to a wide variety of programs aimed at improving the environment - from the development of sustainable cars with the world's first hybrid vehicle in 1997 to vehicle recycling and major reforestation programs.



“We’re honoured to celebrate our 14th year supporting National Tree Day, with 2013 set to be bigger than ever before. We’ve mobilised our entire network of dealers across the country to support the community at a local and national level and encourage all Australians to help us plant for the future.”

To find out more about National Tree Day, please visit treeday.planetark.org, call the Hotline on **1300 88 5000** or visit your local participating Toyota Dealership.

National Tree Day is organised by Planet Ark in partnership with Toyota and its Dealer Network, which provides on the ground support at local community tree planting sites Australia wide.

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* *Missing Trees – The Inside Story of an Outdoor Nation*, is an independent report commissioned by Planet Ark, which can be found at treeday.planetark.org/research.

For all enquiries about Planet Ark, National Tree Day, local case studies and site coordination please contact:

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For more information:

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