***<Insert date> Media release***

**Inspiration is in <community’s> nature this National Tree Day**

**<Insert MP Name>** and Planet Ark are inviting **<Electorate>** residents to be inspired by nature and make a positive difference to their local environment by attending a National Tree Day event.

National Tree Day is taking place in **<area>** at **<site address and directions>** on Sunday 30 July. Activities start from **<time**>.

“National Tree Day is a fulfilling opportunity to connect with our local community, to do something good for our environment and experience the many benefits that come from spending time in nature,” said **<MP title and name>**.

Research shows that exposure to nature improves mental and physical health and also helps children learn about the natural world and develop key life skills such as problem solving and resilience[[1]](#endnote-1). There’s no better way to embrace these benefits than by taking part in Planet Ark’s iconic environmental campaign, now in its 22nd year.

“Our fast-paced, screen-driven lifestyle means children are losing touch with nature in a way we have never experienced before, and missing out on developing a life-long connection to nature,” said Planet Ark’s National Tree Day Manager Debbie Agnew.

“However, there are lots of simple ways parents, teachers and carers can add more nature time to children’s lives, such as taking outdoor activities, like homework, meals and lessons, outside, or participating in events like National Tree Day. This year’s National Tree Day theme – *Be Inspired: It’s in Our Nature* – highlights how nature ignites our inspiration, creativity and purpose, as well as offering significant health and wellbeing benefits,” Agnew said.

Last year nearly 310,000 people took part in National Tree Day at over 3,500 sites across the country, planting more than 1.1 million native trees, shrubs and edibles and helping to green urban areas.

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

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

**– ENDS –**

**For interviews, images, logos or information about National Tree Day sites in your area, please contact:**

**<Insert name of MP media contact>** Carol Warwick

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1. *Learning from Trees: Life Lessons for Future Generations* report, Planet Ark, 2017 [www.treeday.planetark.org/research](http://www.treeday.planetark.org/research) [↑](#endnote-ref-1)