



Media Release

13 July 2017

Be inspired by nature this National Tree Day

Get down and gritty for the nation's favourite nature care event

Planet Ark is inviting Australians to be inspired by nature and get gritty by joining the country's biggest nature care events, Schools Tree Day on Friday 28 July and National Tree Day on Sunday 30 July.

Research from Planet Ark repeatedly shows that spending time outdoors provides a range of health and wellbeing benefits, by making people happier, healthier, and calmer. A new 2017 reportⁱ from Planet Ark also shows that learning outdoors can help kids develop the crucial skills Australian teachers say they will need most to face major global challenges, like climate change, in the future: critical thinking and problem solving, 'grit' or resilience, and emotional intelligence.

National Tree Day is a fulfilling opportunity to do something good for the environment and experience the many positive benefits associated with spending time in nature. Participants will join thousands of other generous, green-minded individuals to reconnect with nature, and enjoy and protect Australia's natural environment. Participants can join a local site held in their community or even register to plant in their own backyard, courtyard or balcony garden.

Debbie Agnew, National Tree Day Manager, says this year's theme, Be Inspired — It's in Our Nature, invites everyone to branch out and be inspired by our unique natural environment.

"Spending time in nature elevates the human spirit, and ignites our passion, inspiration, and creativity. Australia has some of the most unique and beautiful natural environments in the world, and participating in National Tree Day in your community, school, workplace or backyard is a great way to connect with nature and do something really positive to support our environment," Agnew said.

"National Tree Day is also an opportunity to help our children develop a lifelong connection to nature, so that they may become the caretakers of the future. There are lots of other ways we can build more nature time into a child's life too, such as taking indoor activities, like meals, homework or devices, outside, walking the dog in a park, or joining an outdoor group such as the Scouts, Guides or Junior Landcare."

Last year nearly 310,000 people took part at over 3,500 sites across the country, planting more than 1.1 million native trees, shrubs and grasses and helping to green their communities.

For more information and to find your nearest Tree Day site, please visit treeday.planetark.org or call the **National Tree Day Hotline on 1300 88 5000**.

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.

The event is supported by a host of ambassadors, including Costa Georgiadis, Steve Parish OAM, Orly Faya, James Treble, Dr Katrina Warren, Magdalena Roze, Ranger Stacey, Jamie Durie, dirtgirl and Candice Dixon.

- ENDS -





ⁱ *Learning from Trees: Life Lessons for Future Generations* report is based on an independent survey commissioned by Planet Ark, and sponsored by Toyota Australia, in April 2017. It was conducted by research company Kimberlin Education. The report also reviews Australian and international studies that examine the influence of nature on academic performance and the development of the key skills identified by surveyed teachers. The sample was selected from a randomly generated national list of teachers who have opted to receive the opportunity to participate in market research initiatives relating to schools. All teachers are current, practicing teachers in Australia. To view the full report, key findings and previous Planet Ark research: <http://treeday.planetark.org/research/>

About Planet Ark

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Established in 1992, we are one of Australia's leading environmental behaviour change organisations with a focus on working collaboratively and positively. We help people, governments and businesses reduce their impact on the environment in three key areas: sustainable resource use; low carbon lifestyles; and connecting people with nature. We promote and create simple, positive environmental actions – for everyone.

About Toyota Australia

Toyota Australia – now in its 15th straight year as the best-selling automotive brand in Australia – has a long tradition of supporting the community through sponsorship at both local and national levels. In 2017, Toyota will celebrate its 18th year supporting Planet Ark's National Tree Day. These longstanding partnerships are characterised by a shared passion for people, activities and organisations that benefit the community.

For all enquiries about Planet Ark and National Tree Day, please contact:

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For more information:

<http://treeday.planetark.org>

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