



**MEDIA RELEASE**

**17 July 2018**

## **Connect in nature and with Australia on National Tree Day**

### ***Planet Ark asks Aussies to aim for a million trees in Australia's biggest nature care and tree planting event***

Planet Ark is asking Australians to make their way outdoors on Sunday, July 29 and get their hands dirty as part of National Tree Day.

The campaign has spanned 22 years and led to the planting of over 24 million trees, and Planet Ark is asking Australians to band together to plant a million more this year. Existing research and feedback show participants feel healthier, happier and more connected to their communities by helping plant in and maintain their local green spaces.

Their newest research, via Pollinate, found 62% of Australians wish they had at least 30 minutes more time in nature per day, and only a third realised they could enhance their time outdoors by using smartphone apps such as plant identifiers and nature trail maps.

Planet Ark ambassador Dr Amanda Lloyd said the new research's implications were very promising for time-poor teachers in the lead-up to Schools Tree Day on July 27.

"Planet Ark's new research is exciting, because it shows rather than splitting our screen time and green time we can combine the two and learn in the outdoors."

Deputy CEO Rebecca Gilling said this year's Tree Day would also provide an opportunity for Australian Landcare, community and faith groups to get together and make a lasting difference in their communities.

"As always, we want to thank the councils, Landcare groups and everyday Australians whose contributions keep Australia's natural environment flourishing. It's a great example of the kind of practical, positive environmental change that Planet Ark asks Australians to make every day."

Planet Ark would also like to thank National Tree Day's partner Toyota for its ongoing support, a sentiment shared by Toyota's Chief Marketing Officer Wayne Gabriel.

"Toyota Australia is proud to support National Tree Day and Schools' Tree Day and we are committed to the long-term sustainability of our environment."

In 2017, nearly a quarter of a million people took part in National Tree Day events, planting more than 900,000 trees, grasses and shrubs at over 3,000 sites around the country.

This year we'd love to see even more volunteers rolling up their sleeves and getting their hands dirty to help preserve our environment for future generations to come."





Schools Tree Day and National Tree Day are Australia's largest annual tree-planting and nature care events and take place on Friday 27 July and Sunday 29 July. This is an initiative 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.

To find a site to attend, or for further information, visit [treeday.planetark.org](http://treeday.planetark.org), call the **National Tree Day Hotline on 1300 88 5000** or visit your local participating Toyota Australia Dealership.

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