**MEDIA RELEASE <INSERT DATE>**

**[Council Name] seeking local green thumbs ahead of National Tree Day**

**<Insert council name>** and Planet Ark are inviting **<Insert council name>** residents to dig in and do something good for nature and their community as part of National Tree Day 2023.

“National Tree Day is a great opportunity to maintain and enhance our beautiful environment for our local wildlife as well as ensuring the region continues to be a great place to live and getting all the benefits that come from spending time outdoors,” said **<Mayor/Council Spokesperson>.**

“Over 26 million trees have been planted by volunteers since 1996 as part of the program and we are excited to support the goal of getting another million native plants in the ground this year.”

Schools Tree Day (July 28) and National Tree Day (July 30) are Australia’s largest annual tree-planting and nature care events, with plantings taking place across the country on the last weekend of July. Each year, around 300,000 people volunteer their time to engage in activities that encourage greater understanding of the natural world and how we can protect it.

**<Insert council name>**’s National Tree Day event is taking place in **<area>** at **<site address and directions>** on **<date>** from **<time>**. Approximately **<number>** native trees, shrubs and grasses will be planted at the site. Residents can register to volunteer at the event via the National Tree Day website at [**treeday.planetark.org/find-a-site/**](https://treeday.planetark.org/find-a-site/).

“Our research clearly shows the many benefits that time outdoors in nature has for our physical and mental health, our children’s development, the liveability of our communities and the robustness of local ecosystems,” said Planet Ark CEO Rebecca Gilling.

“With the simple action of planting a tree you can help cool the climate, provide homes for native wildlife and make your local community a happier and healthier place to live.”

National Tree Day is an initiative organised by Planet Ark in partnership with major sponsor Toyota Australia and its Dealer Network. For more information and to find events in your local area, please visit [**treeday.planetark.org**](https://treeday.planetark.org/).

**-ENDS-**

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

|  |  |  |
| --- | --- | --- |
| **<Insert name of council contact>** | Liam Taylor | Jennifer McMillan |
| **<Insert contact’s title>** | Head of Communications, Planet Ark | Communications Manager, Planet Ark |
| **<Insert council contact details>** | 02 8484 7205 | 0449 530 525  [liam@planetark.org](mailto:liam@planetark.org) | 0421 031 369  [jennifer@planetark.org](mailto:jennifer@planetark.org) |

**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, it is one of Australia’s leading environmental behaviour change organisations with a focus on working collaboratively and positively. Planet Ark promotes and creates simple, positive environmental actions – for everyone.