**MEDIA RELEASE <INSERT DATE>**

**Green thumbs out in <insert location> as [The Seedling Bank beneficiary name] plant <insert number>** **seedlings for National Tree Day**

**<The Seedling Bank beneficiary name>** will come together to plant **<insert number>** native trees/shrubs/grasses at **<insert area>** on **<date>**.

**<Insert projects goals>**

Schools Tree Day (July 28) and National Tree Day (July 30) are Australia’s largest community 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 quote about why the group are planting,” said **<Group Spokesperson>**

The nature care efforts are being made possible by a grant from Planet Ark’s Seedling bank program in the lead up to the organisation’s National Tree Day campaign. The program launched in 2019 with the goal of supplying native seedlings to schools and community groups participating in National Tree Day activities across the country.

“The Seedling Bank is our way of giving back to the thousands of Australian volunteers who roll up their sleeves each year to give something back to the environment as part of National Tree Day,” said Rebecca Gilling, Planet Ark CEO.

“We have already directly supported over 132 groups in their efforts to plant almost 80,000 native trees, shrubs and grasses since the program’s inception. This year, another 119 groups will plant over 50,000 seedlings using funding from The Seedling Bank”

**<The Seedling Bank beneficiary 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 an event via the National Tree Day website at [**treeday.planetark.org/find-a-site/**](https://treeday.planetark.org/find-a-site/).

“Quote about the benefits of the planting and hopes for the future,” said **<Group Spokesperson>**

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:**

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| --- |
| **<Insert name of Group contact>** |
| **<Insert contact’s title>** |
| **<Insert contact details>** |

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

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| Jennifer McMillan |
| Communications Manager, Planet Ark |
| 0421 031 369 | 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.