**MEDIA RELEASE <INSERT DATE>**

**[Electorate area] seeking residents to get their hands dirty for the environment this National Tree Day**

**<Insert MP name>** and Planet Ark are inviting **<Electorate>** residents to dig in and do something good for nature and their community as part of National Tree Day 2024.

“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 **<MP name>.**

“Over 27 million trees have been planted by more than five million Australian volunteers since 1996 and we support the goal of getting another million native plants in the ground this year.”

Schools Tree Day (July 26) and National Tree Day (July 28) are Australia’s largest annual tree-planting and nature care events, with plantings taking place across the country on the last weekend of July.

**<Insert electorate 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/).

“The triple environmental crises of climate change, biodiversity loss and pollution are clearly having a significant impact on the health and wellbeing of Australians,” said Planet Ark CEO Rebecca Gilling.

“Engaging with nature through pro-environmental behaviours like planting trees provides an opportunity to combat climate distress, especially among young people. Along with the obvious environmental benefits, planting trees also provides hope for the future and helps people to feel they are part of the solution.”

National Tree Day is an initiative organised by Planet Ark in partnership with major sponsor Toyota Australia and its Dealer Network. This year marks 25 years of support for the program from Toyota Australia and dealerships around the country, a quarter century of care for our environment.

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 MP media contact>** | Liam Taylor | Jennifer McMillan |
| **<Insert contact’s title>** | Head of Communications, Planet Ark | Communications Manager, Planet Ark |
| **<Insert contact details>** | 02 8484 7205 | 0449 530 525liam@planetark.org | 0421 031 369jennifer@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.