



Media release

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Australians dig in for National Tree Day

Add nature to your life with the nation's favourite planting event

Planet Ark is encouraging Australians to embrace their inner green thumbs today for National Tree Day, the country's biggest tree planting and nature care event.

This year over 300,000 people will dig in at over 3,500 planting sites around the country.

Planet Ark's latest research shows that spending time in nature has medically and scientifically beneficial effects that enable people to grow healthier, happier, brighter, calmer and closer¹, and there's no better way to embrace these benefits than by taking part in Planet Ark's iconic twenty-one year environmental campaign.

National Tree Day is a fulfilling opportunity to do something good for the environment and benefit from positive health and wellbeing outcomes. Participants will unite with thousands of generous, green-minded individuals to reconnect with nature, enjoy and protect Australia's unique natural environment.

Participants can join a local site run 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 National Tree Day theme, *Grow More – Just Add Nature*, highlights how we can use the power of nature to help us reach our full potential in all aspects of our lives.

"Research shows that we are becoming increasingly disconnected from the natural world, yet spending time in nature induces positive feelings such as relaxation, calmness, self-worth and enjoyment through a number of physiological mechanisms, including activating the brain's dopamine reward system," she says.

"In this digital age, Planet Ark is encouraging everyone to take 10 minutes each day outside and connect with nature. Participating in a National Tree Day activity in your community, workplace, school or backyard is a great way to reconnect with the world around us."

Last year nearly 300,000 people took part at over 3,500 sites across the country, planting more than 1.2 million native trees, shrubs and edibles and helping to green urban areas.

To find out more visit treeday.planetark.org, call the Hotline on 1300 88 5000 or visit your local participating Toyota Australia Dealership.

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, Guy Sebastian, Adam Goodes, Michael Clarke, James Treble, Magdalena Roze, Ranger Stacey, Jamie Durie, Jackie French, dirtgirl, Candice Dixon and Teigan Nash.



– ENDS –

ⁱ Planet Ark's *Adding Trees – A Prescription for Health, Happiness and Fulfilment* report, sponsored by Toyota Australia, explores the many wellbeing benefits of nature and is available at <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 14th 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 2016, Toyota will celebrate its 17th 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, Schools Tree Day, and local case studies please email pr@planetark.org or contact:

Sara McGregor
PR and Media Manager
P: 02 8484 7205 | M: 0424 591 241

Bianca Paris
PR and Media Coordinator
P: 02 8484 7204

For more information:

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