

Honouring Earth 2021

Here are everyday purpose-driven products that can help reduce your carbon footprint all year round.

Terre Bleu

Located in Milton, Ontario, Terre Bleu lavender farm produces exclusive, small batch lavender products. The original formulations are handcrafted locally with 100 per cent Terre Bleu lavender grown only on the farm. Known for its relaxing qualities, lavender products include candles, sprays, oils, pillows and more. Online shopping and curbside pick-up are available. Check the website for when the farm store is open to shoppers, various prices, terrebleu.ca



Zero Waste Collective Sponge Cloth

A staple in Sweden kitchens for more than 60 years, sponge cloths replace the use of up to 17 rolls of paper towel, reducing the plastic packaging and overall waste in landfills. The cellulose (wood pulp)-cotton composition is 100 per cent biodegradable and compostable. It's naturally anti-bacterial due to its quick drying ability. Depending on use, the cloths last two to three months with average wear and tear or 200 wash cycles. Available at Ten and Co. in Oakville. \$6, tenandco.ca

Plastic Free Mineral Sunscreen

Attitude has reformulated its tube sunscreens to make them available as a stick contained in a biodegradable cardboard tube to avoid overpackaging. This mineral sunblock forms a physical barrier that protects against both UVA and UVB rays. Available at Shopper's Drug Mart and online at well.ca and amazon.ca, \$16.95



Tanit Solid Shampoo

Quebec company Tanit offers "no-water" formulas that reduce packaging and create zero plastic waste. The Tanit product line includes solid shampoo bars. The hair cleanser bar is waste-free, all-natural and Canadian-made. There are three different vegan, cruelty-free formulas for dry, oily or normal hair. \$16, en.tanit.co



Attitude Toothpaste

The Canadian-based company Attitude has launched a natural toothpaste formulated with clean ingredients. It contains fluoride, which is recommended by dentists to prevent cavities and tooth decay. The product is plastic-free and is not packaged in a box to reduce waste. For each Attitude product sold, a tree is planted in collaboration with non-profit organizations Eden Reforestation Projects and One Tree Planted. \$7.95, attitudeliving.com



Keep Cup

Take your coffee to go with the reusable Keep Cup. It's a great way to reduce waste on days you need to leave the house with your favourite beverage. The cork band is also made from sustainable material. \$34, indigo.ca



Mini Micoe Long Sleeve Onesie

Keep your little one stylish and comfortable in this Mini Micoe Organic Onesie. Fashioned from fabrics that are knit locally and ethically in Toronto, exclusively for Mini Micoe, the company uses only GOTS organic cotton. The fabrics are all dyed locally and sustainably using non-toxic, low impact dyes from natural sources. \$29, MiniMicoe.com



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Open to all residents of Perth



Sponsored by the Climate Change Sustainability Advisory Panel for the Town of Perth.

Earth Day Canada

Show we care about the planet

"Let's take care of the planet" is the theme of the Earth Day Canada 2021 campaign that runs until April 22, the global celebration of Earth Day.

The message plays on irony, with images featuring animals cleaning up their own polluted environments. The goal of the nation-wide campaign is to raise awareness about the urgency of taking action for the environment and invites Canadians to take concrete action and demonstrate their commitment to the planet. For a second year, Earth Day Canada will also support municipalities in the promotion of environmental activities in their own communities as part of the Engaged Municipalities initiative.

A full program is also planned for April 22, including the launch of a tree-planting relay and the broadcasting of "Earth Day Canada".

"Through this media campaign, we want to raise awareness of the urgency of the ecological crisis and encourage citizens to take action. It is high time that we take care of our

planet. And the solutions exist. This new campaign will highlight citizens who are taking action in their communities to protect our environment, pandemic or not," said Pierre Lussier, president of Earth Day Canada.

"We are pleased to announce that the Engaged Municipalities initiative is continuing for a second edition. Cities are real catalysts of change and are the best venue for citizen action. It is by taking action in our communities that we will lead the ecological transition in Canada," said Thomas Mulcair, Chair of the Earth Day Board of Directors.

Individuals also take action on behalf of the environment and have an opportunity to share their actions with Earth Day Canada by contributing a video testimonial. Stories of what individuals are doing to take care of the planet can be shared on social networks, by using #TakeCareOfThePlanet.

On April 22, some of these inspiring Earth Day stories from across the country, and the citizens who have taken action, will be highlighted on Earth Day Canada's social media channels.

"Despite the pandemic, we can take individual and collective action for the

good of our planet. Share your personal initiatives to provide a dose of inspiration for the benefit of all and encourage your loved ones to join the movement," says Edith Cochrane, actress and spokesperson for the Earth Day 2021 campaign.

Joining the movement are nearly 80 municipalities as part of the Municipalities Mobilizing Initiative, launched in 2020. Many of these municipalities will be participating in Earth Day Canada's second tree planting relay, which will begin on April 22 and run throughout the year.

"The City of Mississauga is committed to reducing our carbon footprint and preserving our environment for the benefit of

families and future generations. We have taken the lead in declaring a climate emergency, and adopting our own climate action plan that will invest significant resources over the next

10 years. I would like to invite all Canadian municipalities to get involved this Earth Day and make a difference by joining us in creating a healthier future," said Bonnie Crombie, Mayor of Mississauga and municipal spokesperson for the Earth Day 2021 campaign.

"Let's take care of the planet"



**LUCKILY THE ANIMALS
ARE HERE TO PICK UP AFTER US.**
TAKE CARE OF OUR PLANET.

**EARTH
DAY
CA**