

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**