

# grow your own forest



## Local Press Release

### Overview

*We would love you to spread the word to as many people as possible so that we can create a new normal. And that new normal is everyone everywhere growing their own forest!*

*Below, you will find a press release you can use to promote Grow Your Own Forest with local newspapers, local radio stations and local magazines.*

*We would love you to create a shortlist of news outlets in your area, send the text below via email to their contact email address and encourage them to write or talk about TreeSisters. All you need to do is finish some of the sentences to make it personal to each news outlet that you send it to.*

*We suggest that, if you feel comfortable doing so, you include a photo of yourself attached to the email below. We suggest taking a photo of yourself in Nature and attaching it to your email so that the publication can show your profile image alongside your quote! There are also images of our planting projects available in this link:*

*<https://www.dropbox.com/sh/97xpzt86ysrlalu/AABftUk1P3SHdmQL3iXMXVOoa?dl=0>*

*Please also include the link to the planting project images to the bottom of your email to news outlets. If you are willing to be interviewed on radio or in print about why you love TreeSisters and are growing a forest with us, please add your phone number to the bottom of the Press Release.*

*If you are asked for more information, or you would like encouragement or support in approaching news outlets, please come into the Spread The Word group inside the Nest (our online community).*

*Alternatively, if you have specific questions you can contact TreeSisters on [support@treesisters.org](mailto:support@treesisters.org)*

---

## Suggested Email To Send

To Whom It May Concern,

I am writing to let you know that there is a reforestation revolution happening - around the world and right here in [ENTER YOUR LOCATION].

# grow your own forest



I'd love for you to feature this story in **[NAME OF PUBLICATION]**. Please see a full press release below. If you have any questions, please do not hesitate to contact me on **[YOUR EMAIL HERE]**

## Press Release

FOR IMMEDIATE RELEASE:

**[YOUR LOCATION]** is Growing a Forest with TreeSisters

On the 20th of November 2019, global charity, TreeSisters, **[launches/launched]** an audacious campaign to make it normal for everyone the world over, to be growing a forest. In a world finally waking up to the climate emergency, TreeSisters is calling for ecological restoration to become as fundamental to every human life as consumption currently is. TreeSisters is inviting every woman, man, family, business, faith group, organisation, community group, town and city to come together to restore, protect, love and grow their own forest with TreeSisters. The time of taking from Nature without thought for the consequences is over.

The choice to grow a forest is a powerful one. It's a choice that will transform lives and lands, sequester carbon and protect endangered species, produce rainfall, restore rivers and groundwater. Making this choice values the children of every species and the climate that they will inherit. It says 'I care'.

*"Nature has given us everything and we have taken it all for granted" says Clare Dubois, Founder of TreeSisters, "If we want the privilege of a habitable climate for our children, then we need to help create it. That's why we're asking literally everyone to start giving monthly to reforest our world."*

TreeSisters mission is to accelerate reforestation in the tropics by making it as normal to give back to Nature as it currently is to take. To date they have funded the planting of over 6.5 million trees across the tropics, all through the love and care of their members.

Every donation to TreeSisters is growing a forest; funding the planting of trees across the tropics in Madagascar, Mozambique, India, Nepal, Brazil, Kenya, and Cameroon. TreeSisters donors can log into the TreeSisters website and see the total number of trees they have funded, understand the impact these trees are having on our world, and discover fascinating facts about the planting projects.

Here in **[YOUR LOCATION]**, **[YOUR NAME]** is donating to TreeSisters and growing a forest. **[YOUR NAME]** says "I am a treesister because **[ENTER A FEW LINES HERE TO EXPLAIN WHY YOU ARE A TREESISTER AND WHY IT MATTERS TO YOU]**

# grow your own forest



2019, has seen an unprecedented number of fires across the Amazon rainforest, children have taken to the streets around the world demanding climate action and 23 countries have so far declared a Climate Emergency. TreeSisters is an invitation to take positive, impactful, caring action that creates a new normal; one in which everyone is growing their own forest. Find out more here: <https://www.treesisters.org>

END.

I would love for you to share our story with your audience. If you need any more information, please let me know.

Thank you for your time,

[ENTER YOUR NAME HERE]

[YOUR NAME] is available for interviews. Contact: [YOUR NUMBER & EMAIL] - DELETE IF YOU DON'T WANT TO BE INTERVIEWED.

Images:

<https://www.dropbox.com/sh/97xpzt86ysrlalu/AABftUk1P3SHdmQL3iXMXVOoa?dl=0>

Useful links:

[www.treesisters.org](http://www.treesisters.org)

[www.treesisters.org/give](http://www.treesisters.org/give)

I have attached an image of myself which you can include with the quote. There is also some images from TreeSisters [in this folder here](#). Please credit the image to the planting partner detailed on each individual image.

===== END EMAIL =====