



## **The Canopy Project Kawartha Lakes Launches The 2023 School Canopy Fundraising Campaign**

*“Together, we will plant a forest for our children and their children’s children.”*



**FOR IMMEDIATE RELEASE** Lindsay: 14 March 2023 – The Canopy Project Kawartha Lakes (CPKL) is launching its 2023 Campaign in commemoration of Earth Day, raising \$30,000 to create and rejuvenate the urban canopy at schools and public spaces in Kawartha Lakes. The tree planting program will start at St. Thomas Aquinas and I.E. Weldon Secondary Schools in Lindsay, followed by Dr. George Hall Public School in Little Britain. This is an environmental initiative aimed to empower youth to care for the future of our green space by planting trees and protecting the environment within Kawartha Lakes for generations to come.

John Ireland, a founding member of CPKL and driving force behind this multi-year school canopy initiative noted, in his school visits, there is an alarming lack of trees. "Without trees, our schools are missing out on not only the physical beauty and natural shade they bring, but also the benefits of a thriving ecosystem. Help us grow a greener future for our children today and into the future." says John Ireland.

The Canopy Project is joined by many volunteers including the support of John Bush, Co-President of Environmental Action Bobcaygeon and Fleming College, who consults matching trees to a school’s natural environment. With the support of CPKL committee members, Trevor Hutchinson, Jamie Morris, Brian Smith and Paul Langham, John seeks to keep this canopy growth project growing and expanding with every tree that is planted.

Since August 2020, the Canopy Project has completed a significant planting at the BGC Kawarthas on Lindsay Street South and now they are thrilled to participate with local schools. With the tireless help of volunteer teams and generous support of area businesses, the cost of adding a tree is \$30. To reach its fundraising goals, CPKL is encouraging parents, local businesses, and all residents to each buy one tree in support of the School Canopy Project.

Donations can be made to the [Canopy Project Kawartha Lakes Fund](#) held and administered by the [Community Foundation of Kawartha Lakes](#).

The Canopy Project recognizes that tree planting activities have a significant impact on children's personal growth and development. “When kids are involved in planting trees, getting their hands dirty, they become invested in the results of their efforts, watching as the trees they planted grow and mature over time. This gives kids an enormous sense of accomplishment and they become confident in their abilities” says John Ireland.

CPKL hopes that children involved in developing their local environment will inspire them to become stewards of the land and take on other meaningful projects. Tree planting provides a valuable opportunity for children and their families to learn about the importance of nature and the role it plays in sustaining life on our planet. This is indeed a well-timed message for Earth Day, reminding all that it is ‘earth day’ every day, as we celebrate the air we breathe and the growing green canopy around us.

The Community Foundation of Kawartha Lakes is here to help create a meaningful and lasting change in our community. The Foundation is a reliable resource to connect you to the knowledge, opportunities and partners you need to make a difference in Kawartha Lakes. The Foundation’s focus is on strengthening local philanthropic network by connecting people who care with the creation of lasting legacies that address gaps in local human services, public infrastructure, agriculture and community economic development. Together with its fundholders and partners, the Community Foundation supports and strengthens local initiatives making a difference and enhancing the quality of life in this community.

To consider making a contribution, please follow the links to the Canopy Project Kawartha Lakes Fund on [www.kawarthafoundation.ca](http://www.kawarthafoundation.ca). For more information on how to get involved, please be in touch. Contact the Community Foundation of Kawartha Lakes via [info@kawarthafoundation.ca](mailto:info@kawarthafoundation.ca)

– 30 –

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