



COMMUNICATION TOOLKIT MEDIA CAMPAIGN EARTH DAY 2021

PROVIDING VISIBILITY AND TAKING
ACTION FOR THE ENVIRONMENT

**LUCKILY THE ANIMALS
ARE HERE TO PICK UP AFTER US.**

TAKE CARE OF OUR PLANET.

**EARTH
DAY
.CA**

WHAT'S EARTH DAY?

- Earth Day was first celebrated in the United States on **April 22**, 1970.
- Over the years, Earth Day in Canada grew beyond a major day of environmental action, celebrated in many countries around the world. It also became the organization Earth Day Canada!
- Over the years, Earth Day Canada has grown into an organization as well as a major environmental day celebrated in many countries around the world.
- **Its mission: help individuals and organizations reduce their impact on the environment.**



THE EARTH DAY CAMPAIGN

- Each year, this campaign aims to raise awareness among as many citizens and organizations across the country as possible and to encourage people **to take action**.
- Through a multi-platform campaign, we invite citizens to take care of the planet through simple and beneficial gestures for the environment.
- Together, let's take action: visit our "I take care of the planet" page and discover what you can do to adopt environmentally friendly behaviors. Share your gesture on social networks with the #ITakeCareOfThePlanet



WHAT IS IN THIS MEDIA TOOLKIT?

- The official Earth Day Canada logo
- The campaign poster
- The video clip of the campaign
- Campaign visuals, hashtags to be used, and sample materials for social media
- Suggestions for ways to help the planet



EARTH DAY CANADA LOGO

- [Download](#) the Earth Day Canada logo. The logo is available in colour, black, and white.
- It can be used for your communications tied to the Earth Day campaign and to help you showcase your environmental actions.
- Please respect the included logo usage guidelines.



CAMPAIGN POSTER

- [Download](#) the **digital version** of the media campaign poster.
- You can also [download](#) the poster in 36X24 format, suitable for **printing**.



VIDEO CLIP

Watch and share the [video clip](https://youtu.be/Bcu-NGPqEEk) by following the link:

<https://youtu.be/Bcu-NGPqEEk>



SOCIAL MEDIA

- [Download](#) the folder with all content for Facebook, Twitter, and Instagram.
- Use the hashtags: #TakeCareofthePlanet, #EarthDay2021, #EarthDayCanada

- Examples of publications:

Earth Day unveils its new annual media campaign!

This 2021 edition features animals having to clean up their own polluted environments and invites the public to take care of the planet.

#TakeCareOfThePlanet #EarthDay2021

The new Earth Day campaign highlights the importance of managing our waste and invites citizens to take care of the planet.

#TakeCareOfThePlanet #EarthDay2021

It's high time to act. Let's take care of the planet.

#TakeCareOfThePlanet #JourdeLaTerre2021

I TAKE CARE OF THE PLANET

We each have our own way of taking care of the planet. This can be as simple as cooking an extra vegetarian meal a week and picking up one piece of trash a day, or as large as cleaning up riverbanks with your community.

This year, for Earth Day, we invite you to share the habits you've adopted and/or the actions you want to take to care for the planet. By committing to the environment one step at a time, we are inspiring change on a larger scale on April 22 and every day of the year.

Visit our [website](#) to find out how you can get involved!

IT'S TIME TO TAKE ACTION!

Take concrete action for the environment today and take care of the planet. Are you in need of inspiration? We've got solutions!

- Check out our [#EarthDayAtHome](#) page for ideas on how you can take care of the planet from home.
- If health measures permitting, find activity ideas such as plogging, battery collection, pollinator plantings, on our [website](#).
- Check out our [calendar of activities](#) to see what's happening near you for Earth Day.
- Share your good deeds and environmental habits on our I Take Care for the Planet page.

