

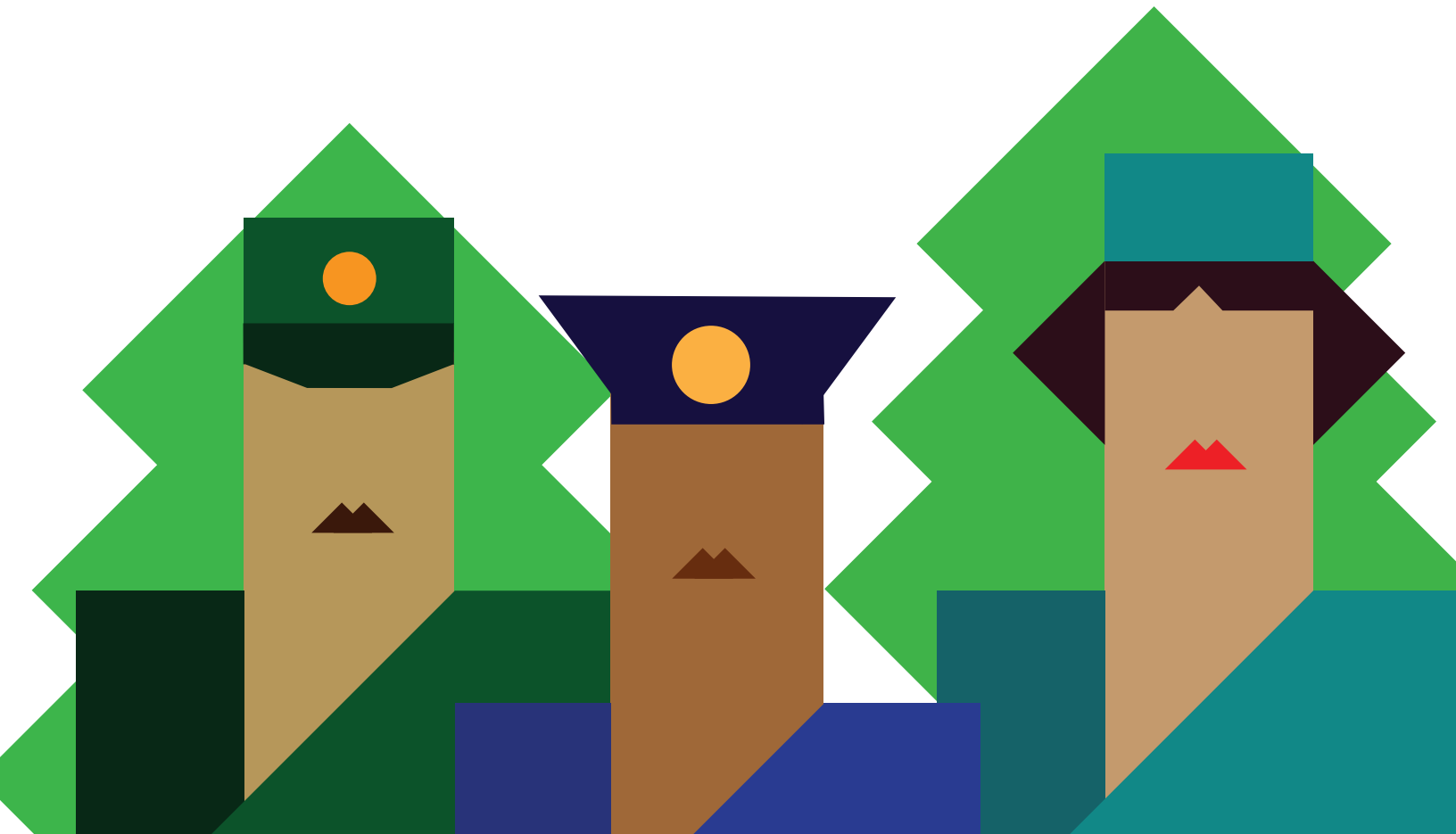


## THE TREES FOR HEROES CAMPAIGN

### Hero Forests – Living Tributes in Communities Across Canada

Continuing the Highway of Heroes tradition of creating living legacies, Trees for Life is proud to support the planting of trees that pay tribute to ALL the heroes who improve our communities and our country. These heroes may include first responders, front-line and healthcare workers, the military, teachers, loved ones, and others. A hero is in the eye of the beholder!

Trees for Life has launched a new campaign to plant 1 million more Trees for Heroes by the end of 2028. In the early stages, much of our focus will be on honouring healthcare heroes.



## THE “HERO FOREST” CONCEPT

Trees for Life is actively seeking opportunities to create **Hero Forests**. We are collaborating with municipal partners, conservation authorities, and other tree-planting groups to identify publicly accessible green spaces and parks where groves of trees can be planted, and ideally dedicated to local heroes as a thank-you for making our communities better places to live.

The **Hero Forests** will be an example of what can be accomplished when a community unites to honour its heroes through the act of planting trees, and how collaboration between citizens, non-profits, the corporate sector, and government can contribute to local tree planting goals.

All **Hero Forests** will follow the same format, but no two will be alike.

## INSPIRATIONAL AND IMMERSIVE DESIGNS

Public green spaces with the greatest need and/or opportunity to add trees will be identified and notable landscape architects and designers can be enlisted to create inspired **Hero Forests**. The sites will be as unique as the communities in which they are planted and include experiential elements.

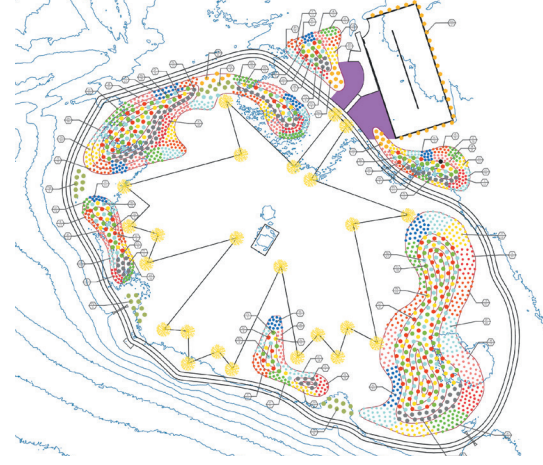
## RECOGNITION, ENGAGEMENT, AND EDUCATION

Permanent signage will direct to a website that explains the installation, lists sponsors, and names the heroes being honoured, and the website can grow with the installation.

The forests will create public engagement opportunities including volunteer plantings, publicity, and media events across multi-year project phases. **Hero Forests** can be further enhanced with outdoor shade structures, walkways, and interpretive signage.

## A SHARED INVESTMENT

**Hero Forests** will be made possible by collaborating and sharing resources between multiple partners. The projects will be lasting legacies for generations to come and proof of Trees for Life’s ability to bring together diverse communities with a common purpose to augment, amplify and accelerate the results.



**JOIN US AND HELP CREATE A “HERO FOREST” IN YOUR COMMUNITY TODAY!**

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