

PRESS RELEASE

For Immediate Release: 10th March 2021

Head for the Trees and Heal

A small Dorset based international environmental charity, [The Word Forest Organisation](#), is calling on the nation to give their mental and physical health and wellbeing a boost by heading for the trees. One and all are invited to celebrate their inaugural [Trees Are The Key Awareness Week](#) as it endeavours to unlock the benefits of stepping into nature as we emerge from an unthinkable challenging year.

Since early 2020, people the world over have endured unfathomable loss, sadness, confusion and stress as they've tried to adapt their lives, educational spaces and workplaces to fit in around the pandemic.

For seven days commencing Monday 15th March, the charity will begin to unlock the science and the secrets of how our local parks, woodlands and forests can lower blood pressure, reduce stress and help us recover from illnesses and surgery, more quickly.



Tracey West, CEO of The Word Forest Organisation comments: “The healing potential of trees is enormous and we want everyone to feel the benefits trees can offer. We realise lockdown is still limiting our movements but we hope people will take a trip to the trees as part of their exercise time. For anyone facing physical challenges who can't easily get to the trees, we're going to try and bring trees to the people! Trees are the key to so much more than mitigating climate chaos and we believe they can help us start to heal as a nation too.”

The Word Forest Organisation focuses their tree planting projects predominantly in Kenya to mitigate climate chaos, as they can grow up to ten times faster there than anywhere else on the planet. For their Awareness Week, they're harnessing the results of global health studies to spread the word about the critical role trees play in healing people.

There's much to explore at [WordForest.org/week](https://www.wordforest.org/week), including a fabulous free to enter photo competition where you can win trees planted in your name in Kenya and it'll soon include a range of suggested activities to help you make the most of the green spaces near you.

Visit [WordForest.org/week](https://www.wordforest.org/week) for more information about the Trees Are The Key Awareness Week.

Ends+++

The **Trees Are The Key Awareness Week** poetic trailer is available to watch and share in: HD (rectangular format) <https://www.youtube.com/watch?v=Qf0zig1rtjY> and square <https://www.youtube.com/watch?v=NGKzn7Q5uVw>

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Note to Editors:

About the Charity: [The Word Forest Organisation](#)

A small international environmental and education charity based in Lyme Regis, Dorset, founded in April 2017. The organisation plants trees, facilitates education, builds schools and engages in the relief of human suffering by supporting women's empowerment and facilitating community development projects, across Kenya. The organisation's approach is different; they address the human needs of the incredible people who tend the forests using a collaborative and participatory approach. Investment in communities is vital for us to stand a chance of mitigating the rising tide of our shared existential crisis from climate chaos and eradicating poverty. For more information about their approach and impact, watch their documentary [#TreesAreTheKey](#) narrated by Kate Winslet.