

# PRESS RELEASE



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## Trees Are The Key Awareness Week Boosts the Health of Humans and Planet Earth

Word Forest, a leading environmental charity dedicated to reforestation and environmental education, announces the launch of their fourth Trees Are The Key Awareness Week. The campaign aims to raise awareness of the crucial role trees play in improving our health and wellbeing, whilst also mitigating the climate emergency and sustaining all life on Earth.

Global deforestation and increased occurrences of wildfires result in devastating habitat loss for wildlife and humans, and also lead to inevitable climate disruption. Environmental challenges like these are causing grave concern for low lying and coastal communities everywhere. Word Forest is based on the south Devon coast and it recognises the magnitude of this problem all too well. This year, they're ramping up their efforts to give humble trees a good PR boost.

CEO Tracey West explains: *"We're spreading the word about the incredible things trees do for us all, some of which we've rather come to take for granted. By empowering people with knowledge about the importance of trees, we're hoping to convert citizens into being global advocates for them, a voice for the voiceless if you will. All trees are critically important, especially mature stock. We're hoping to make people realise that by reforesting Kenya where trees grow up to 10 times faster than anywhere in Northern latitudes, we might be able to slow down the deeply worrying rate of global heating and sea level rise."*

Trees Are The Key Awareness Week serves as a platform to engage individuals, communities, and organisations worldwide in meaningful conversations about green spaces, parklands and forests, highlighting the urgency to safeguard them all for future generations.

Throughout the week which runs from Monday 18th to Sunday 24th March 2024, Word Forest will release a series of articles designed to encourage participants to become environmental stewards. On Saturday 23rd March between 12.30-2.30pm, the charity co-founders Tracey and Simon West will be inspiring tree talk at their Bring & Share Vegan Lunch, a regular plant-based fundraiser they hold at Dissenter of Sidmouth on All Saints Road.

Simon West continues: *"We believe that trees are not just the key to a healthier planet but also to a brighter future for all living beings. Our week provides an opportunity for people from all walks of life to boost their knowledge and make a positive impact on our environment. By raising awareness and taking concrete action, we can create a sustainable future where forests thrive and biodiversity flourishes."*

Word Forest's team in Kenya will be leading the planting of 2,000 saplings on 21st March, which is also the International Day of Forests. Additionally, they're encouraging individuals and organisations in the UK and across the world to participate in tree planting initiatives, advocate for forest conservation policies and support their reforestation in the tropics. By amplifying the message that trees are vital for our well-being and the health of the planet, Trees Are The Key Awareness Week aims to catalyse a global movement for forest protection and restoration.

Join Word Forest in celebrating Trees Are The Key Awareness Week 2024 and take a stand for the future of our world. Together, we can make a difference one tree at a time.

For more information and to get involved, please visit [WordForest.org/week](https://www.wordforest.org/week).

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#### **About Word Forest:**

Word Forest is a UK Registered Charity dedicated to planting trees, building schools, facilitating education and supporting a raft of women's empowerment initiatives across Kenya. Through tree planting initiatives, sustainable land management practices and environmental education programs, Word Forest works to combat deforestation, mitigate climate change and promote biodiversity conservation.

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