



MEDIA RELEASE

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Peanuts Worldwide teams up with Planet Ark's National Tree Day

Peanuts Worldwide has entered a new collaboration with Planet Ark's National Tree Day initiative on Sunday, August 1, 2021 as part of its "Take Care Of The Earth" efforts.

Building on the "Take Care of the Earth" message of its international Take Care with Peanuts initiative, Peanuts Worldwide is joining forces with Planet Ark to promote National Tree Day 2021.

As an official supporter of the campaign, Peanuts is providing "Take Care of the Earth" activity sheets for kids ages 4+ and plans for schools grades K-2, accessible via the [National Tree Day website](#). Peanuts will also conduct a major social media campaign about the importance of planting trees to create a cleaner, healthier, more liveable Earth.

In 2020, the 70th anniversary of Charles Schulz's beloved comic strip, Peanuts Worldwide announced a new multi-year initiative, Take Care with Peanuts, a campaign of caring that draws inspiration from Schulz's strip and reminds all of us to be good global citizens. The "Take Care with Peanuts" initiative features three vital messages: "Take Care of Yourself" (focused on physical and mental wellness), "Take Care of Each Other" (community and philanthropy) and "Take Care of the Earth" (nature and sustainability).

"Peanuts Worldwide is excited about the opportunity to help engage and educate Australians — particularly children — on the importance of sustainability and the vital role trees play in everyday lives," Carla Neves, Senior Director, Territory Management, Peanuts Worldwide said.

"Planet Ark's mission fits in perfectly with our Take Care with Peanuts initiative, and we're delighted to be working together."

"My husband was acutely aware of the importance of trees, and featured them in many of his comic strips," Jeannie Schulz, wife of Peanuts creator Charles M. Schulz, said.

"He'd be very happy to know that his characters were helping bring this message to people across the globe. As Lucy said to Linus, 'The planting of a tree shows faith in the future.'"

"We at Planet Ark are thrilled to welcome Snoopy and the Peanuts Gang to National Tree Day, where they will bring a new level of anticipation and enthusiasm to this popular annual event," Rebecca Gilling, Deputy CEO at Planet Ark, said.

"Charles Schulz was an environmentalist at heart before most of us knew the word, and we're so pleased that our initiatives will dovetail in a way that benefits the entire planet."



Co-founded in 1996 by Planet Ark and Olivia Newton-John, National Tree Day is a call to action for all Australians to put their hands in the earth and give back to their community. The initiative aims to see over one million new trees, shrubs, and grasses planted each year. National Tree Day inspires approximately 300,000 people each year to volunteer their time to engage in environmental activities that educate individuals about the world around them. It's a day to venture outdoors and get to know your community, and most importantly, to have fun!

Peanuts previously announced a collaboration with the Arbor Day Foundation that was anticipated to bring up to 100,000 new trees to key areas of ecological need across the globe. This marked the beginning of a shared initiative between Peanuts and the Arbor Day Foundation, and for Peanuts, the launch of a larger tree-planting project across five continents with additional international organizations, which also includes the recently announced program with SOS Mata Atlântica Foundation in Brazil.

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Guidance for the Public

For more information on precautions in relation to COVID-19, please visit <https://treeday.planetark.org/about/covid-statement>. National Tree Day event coordinators can also access further information in the Coordinator Hub.

About Planet Ark

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Established in 1992, it is one of Australia's leading environmental behaviour change organisations with a focus on working collaboratively and positively. Planet Ark promotes and creates simple, positive environmental actions – for everyone.