

Forests Ontario and Highway of Heroes Collaborate to Honour Canadian Soldiers

Toronto, ON [November 13, 2019] – The Highway of Heroes Tree Campaign and Forests Ontario have joined forces to advance tree planting efforts, which pay tribute to the soldiers of the Canadian armed forces, past and present, through the planting of 1.8 million trees.

Through the campaign, tree planting subsidies covering up to 90 per cent of tree planting costs are being offered to reforest properties that fall within the ‘Highway of Heroes Boundary’ – approximately 15km of Highway 401 between Toronto’s Keele Street and Trenton, Ontario. Property owners with as little as one acre of open land may be eligible for the campaign, though preference will be given to sites with 2.5 acres or more available.

“We are thrilled to be working with HOH to honour members of our military while also improving Ontario’s environment,” said Rob Keen, CEO of Forests Ontario. “We hope that these trees will serve as living tributes to those who fought and continue to fight bravely for our country.”

Planting partners that will assist with the tree planting include Toronto and Region Conservation Authority, Central Lake Ontario Conservation Authority, Lower Trent Conservation, and Ganaraska Region Conservation Authority.

“We are proud to announce details of the Highway of Heroes Tree Campaign’s Private Landowner Partnership Program,” said Mark Cullen, Highway of Heroes Tree Campaign Chair & Co-Founder. “Through this program, *you* could have a piece of the world’s largest living tribute while doing your part to protect our environment, beautify our communities and honour our Canadian heroes.”

With over 3,000 individual donors that have given generously to support the creation of this living tribute, the Highway of Heroes Tree Campaign is uniting Canadians like few things can. To date, the Highway of Heroes Tree Campaign has seen over 100,000 trees planted between Trenton and Toronto.

Property owners living within the Highway of Heroes Boundary who wish to plant trees can call April Stevenson, HOH’s Tree Planting Stewardship Manager, at 905-885-8173 ext. 228 or email her at april@hohtribute.ca.

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The Voice for our Forests

www.forestsontario.ca

About Forests Ontario

Forests Ontario is a not-for-profit charity dedicated to re-greening the province through the support of forest restoration, stewardship, education and awareness. We promote Canada's greatest natural resource – our forests – because healthy forests sustain healthy communities and healthy economies. Forests Ontario is the voice of our forests. Visit www.forestsontario.ca or follow us @Forests_Ontario to find out more.

About The Highway of Heroes Tree Campaign

When is a tree more than just a tree? The answer is when the tree is part of a memorial to honour Canada's fallen heroes. We are planting trees between Trenton and Toronto for all Canadians that have served during times of conflict since Confederation and including the war of 1812. 117,000 of the most prominent trees will be planted along and near the stretch of the 401 known as the Highway of Heroes, one tree for every life lost while serving in the Canadian Armed Forces. This tribute offers an opportunity to tell the story of those that have served in the Armed Forces and remind travelers along the highway of the great debt we owe these courageous Canadians. It will also provide a myriad of environmental benefits for generations to come. The Highway of Heroes Tree Campaign is supported by Veterans Affairs Canada, the Government of Ontario, Mark's Choice, Landscape Ontario, TD Bank, Frank Cowan Company, Tree Canada, the City of Toronto, the City of Quinte West, Rotary District 7070, Maple Leaves Forever, the Garden Club of Toronto, and Forests Ontario.

To learn more, visit www.hohtribute.ca.

For more information, photos, or to arrange an interview please contact:

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