



CIF-IFC National Forest Week 2020 Celebrates its 100th Anniversary and Focuses on the Benefits of Healthy Forests

FOR IMMEDIATE RELEASE
(Version française disponible)

Mattawa, ON - Tuesday, September 1, 2020 – The Canadian Institute of Forestry/Institut forestier du Canada (CIF-IFC) is inviting all Canadians from coast to coast to celebrate National Forest Week (NFW) from September 20-26, 2020 and National Tree Day on September 23, 2020.

“This nation-wide campaign is celebrated by many organizations and individuals across Canada and is meant to foster appreciation of Canada’s forest heritage and promote awareness of this important renewable resource,” mentioned Mark Pearson, Executive Director, CIF-IFC. “This year is especially significant, as 2020 marks the 100th anniversary of the campaign!”

The 2020 NFW theme is *Healthy Forests, Healthy Future*, highlighting that healthy trees make healthy forests, healthy forests make healthy people, and healthy people make healthy communities. Safeguarding the health of Canada’s forests is a critical nature-based solution to mitigate climate change, provide clean air, clean water, and valuable habitats.

“Healthy forests benefit us all – this year we’re challenging Canadians to learn more about what health threats our nation’s forests are facing and what we can do to help the forest around us,” explains Pearson.

There are many ways that Canadians can participate in NFW including: following the daily sub-themes on CIF-IFC’s social media channels, organizing a tree plant, exploring a forest near their home, or by learning more about forests and sustainable forest management.

Visit the CIF-IFC website (www.cif-ifc.org/national-forest-week/) to learn about our 2020 sponsors or to download your free NFW promotional materials. Stay connected by using the #NationalForestWeek hashtag and share your stories, events, and photos with us at: media@cif-ifc.org or tag us/follow us on [Facebook](#), [Twitter](#), [Instagram](#), and/or [LinkedIn](#).

Formed in 1908, the CIF-IFC is the national voice of forest practitioners and many others with a professional interest in forestry. The Institute provides national leadership in forestry, promotes competency among forestry professionals, and fosters public awareness of Canadian and international forestry issues.

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Voice of Forest Practitioners / La voix des professionnels de la forêt

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