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CANADA



## **KAMIK FOOTWEAR AND EARTH DAY CANADA INVITE FAMILIES TO #FREEYOURPLAY**

*New partnership kicks off with nation-wide campaign encouraging families to spend more time outside, engaging in unstructured play this Earth Day — and every day*

**MONTREAL** – April 9, 2019 – [Kamik](#), a leading footwear and apparel manufacturer, and Earth Day Canada are teaming up to celebrate Earth Day 2019 by inviting families to #FreeYourPlay and make a commitment to step outside and connect with the environment through play.

According to UN research, children in Canada are losing their connection to nature due to a sharp decrease in the amount of time they spend outside. To help draw attention to this issue, Kamik and Earth Day Canada will be hosting five POP-UP Adventure Playgrounds throughout 2019 encouraging parents and children to experience the joy of unprogrammed, unplugged and unburdened outside free play. The first POP-UP Adventure Playground will be hosted on Saturday, April 20<sup>th</sup> at Trinity Bellwoods Park in Toronto, Ontario from 11:00 AM – 4:00PM EST.

“Kamik’s #FreeYourPlay initiative kicked off last year, and we are thrilled to continue inviting families to rediscover the fun and freedom of unstructured play by providing them with accessible, imaginative environments together with Earth Day Canada,” says Caroline Piché, Sr. Brand Manager of Kamik.

The POP-UP Adventure Playground will provide an experience for children to direct their own play with a collection of natural and upcycled loose parts such as straw bales, rope, spare tires, kitchen utensils and sand. While the kids are creating and inventing, parents will be learning about the value of connecting the next generation with nature and why unstructured play is so essential for their development.

Additional play events will be popping up throughout the year in Ottawa, Montreal, and Calgary.

“Today’s kids are tomorrow’s leaders and represent our chance at a sustainable future,” says Deb Doncaster, President of Earth Day Canada. “In hosting these POP-UP Adventure Playgrounds with Kamik and educating families about this topic, our goal is to foster an enduring, innovative and effective commitment to stewardship among today’s youth.”

Families across Canada can join the movement and share their own outside free play experiences on social media using #FreeYourPlay and #EarthDay2019.

For more information about the campaign and upcoming events, including resources for how to bring outdoor, unstructured play into your own community and family, visit [Kamik.com/FreeYourPlay](http://Kamik.com/FreeYourPlay) or [EarthPlay.ca](http://EarthPlay.ca).

### **ABOUT KAMIK**

Kamik is a leading footwear and apparel manufacturer on a mission to bring unstructured moments of Outdoor Free Play back to families worldwide. True to its 120-year Canadian heritage, Kamik has a special connection with the outdoors and creates a complete line of comfortable, versatile footwear and apparel for the whole family. Rugged, dependable and durable, these products keep playful feet dry and warm year round, from the first spring puddle jumps to the last wintry snowball fight. Kamik’s Montreal-

based parent company, Genfoot, boasts a century-long history and about 400 employees in its plants across Québec, Ontario and New Hampshire. Kamik footwear is available in over 10,000 outlets in more than 40 countries. Learn more at <http://www.kamik.com> and join the movement to #FreeYourPlay by following Kamik on [Facebook](#), [Twitter](#), and [Instagram](#).

### **About Earth Day Canada**

Founded in 1990, Earth Day Canada is a national charity that inspires and supports people across the country to connect with nature and build resilient communities. We lead an annual Earth Day campaign in conjunction with free, year-round, award-winning programs that get people of all ages outside, interacting with the environment — this, in turn, fosters an intrinsically motivated, enduring commitment to stewardship and conservation.

We work closely with school-aged children and youth through our renowned [EcoKids](#) and [EarthPLAY](#) programs, which focus on putting self-directed outdoor play back into the lives of children by addressing play provision in schools, parks and streets. We engage with diverse communities and help our corporate partners achieve their sustainability goals with our employee engagement platform. Learn more at [www.earthday.ca](http://www.earthday.ca)

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