



COMMUNICATION TOOLKIT MEDIA CAMPAIGN EARTH DAY 2022

PROVIDING VISIBILITY AND TAKING
ACTION FOR THE ENVIRONMENT

WHAT IS EARTH DAY?

- Earth Day was first celebrated in the United States on **April 22**, 1970.
- Over the years, Earth Day in Canada has grown beyond a major day of environmental action, celebrated in many countries around the world. It also became the organization Earth Day Canada!
- Founded in 1990, Earth Day Canada is a charitable organization that inspires and supports citizens and organizations across the country.
- **Its mission: help individuals and organizations reduce their impact on the environment.**



THE EARTH DAY CAMPAIGN

- **Feeling eco-anxious?** This year we are inviting Canadians to take action by **Calling in Sick for Earth Day**. Eco-anxiety is a mental health issue that is gaining ground and affecting more and more of us. It's important that we **talk about it!**
- Each year, this campaign aims to raise awareness among as many citizens and organizations across the country as possible and to encourage people **to take action**.
- Through a multi-platform campaign, we invite citizens to take care of the planet through simple and beneficial gestures for the environment.



WHAT IS IN THIS MEDIA TOOLKIT?

- The official Earth Day Canada logo
- The campaign poster
- The campaign video
- Social Media materials: visuals, hashtags, and sample text
- Suggestions for ways to help the planet



EARTH DAY CANADA LOGO

- [Download](#) the Earth Day Canada **logo**. The logo is available in colour, black, and white.
- It can be used for your communications tied to the Earth Day campaign and to help you showcase your environmental actions.
- Please respect the included logo usage guidelines.



CAMPAIGN POSTER

- [Download](#) the **digital version** of the media campaign poster.
- You can also [download](#) the poster in a format suitable for **printing**, 36X24 inches vertical or horizontal.



VIDEO CLIP

Watch and share the video by following the link:

<https://youtu.be/1uw0mVkvh5o>



CALLING IN SICK FOR EARTH DAY

Eco-anxiety is a mental health issue that's not so new and is affecting more and more of us. The most effective way to fight this issue is through **collective action**, which is the call to action for this year's campaign.

The dedicated **Remedy Together website** is a way for Canadians feeling eco-anxious to **find their voice and Call in Sick for Earth Day**. They will then receive an email explaining that **taking action together can help us remedy together**.

They will also be directed to our **Calendar of Activities** where events on environmental action and eco-anxiety workshops happening across the country can be discovered and submitted. By participating in activities on and around April 22, Canadians will be able to **care for themselves and care for the planet**.

We encourage everyone to share the campaign and the activities they are participating in on social media.



SOCIAL MEDIA

We encourage everyone to share the campaign and any related activities on social media!

- [Download](#) the folder with all the assets for Facebook, Twitter, Instagram, and LinkedIn.
- Use the following hashtags:
#RemedyTogether #CallinSickforEarthDay #EarthDay2022 #EarthDayCanada
- Examples of publications:



Earth Day unveils its new annual media campaign! The 2022 edition features eco-anxiety, an issue that is affecting more and more people. Let's #RemedyTogether by taking action for the planet! #CallinSickforEarthDay #EarthDay2022

The new Earth Day campaign highlights the the issue of eco-anxiety and invites us to #RemedyTogether by taking action! By taking care of the planet we can also take care of ourselves. #CallinSickforEarthDay #EarthDay2022

On April 22nd, take time for yourself and take care of the planet by participating in collective action for Earth Day! #RemedyTogether #CallinSickforEarthDay #EarthDay2022

IT'S TIME TO TAKE ACTION!

Take concrete action for the environment today and take care of the planet.
Are you in need of **inspiration**? We've got **solutions**!

- We have **activity suggestions** to help you to plan an event, whether you're a school, municipality, organization, or citizen!
- Check out our **Calendar of Activities** for events and activities in your neighbourhood. Taking action is a great way to ease eco-anxiety!
- One possible activity is to take part in **a workshop on eco-anxiety**. Earth Day Canada will be offering **a virtual workshop on April 22** to educate about the mental health issue, its effects, and the ways that taking collective action can help!

