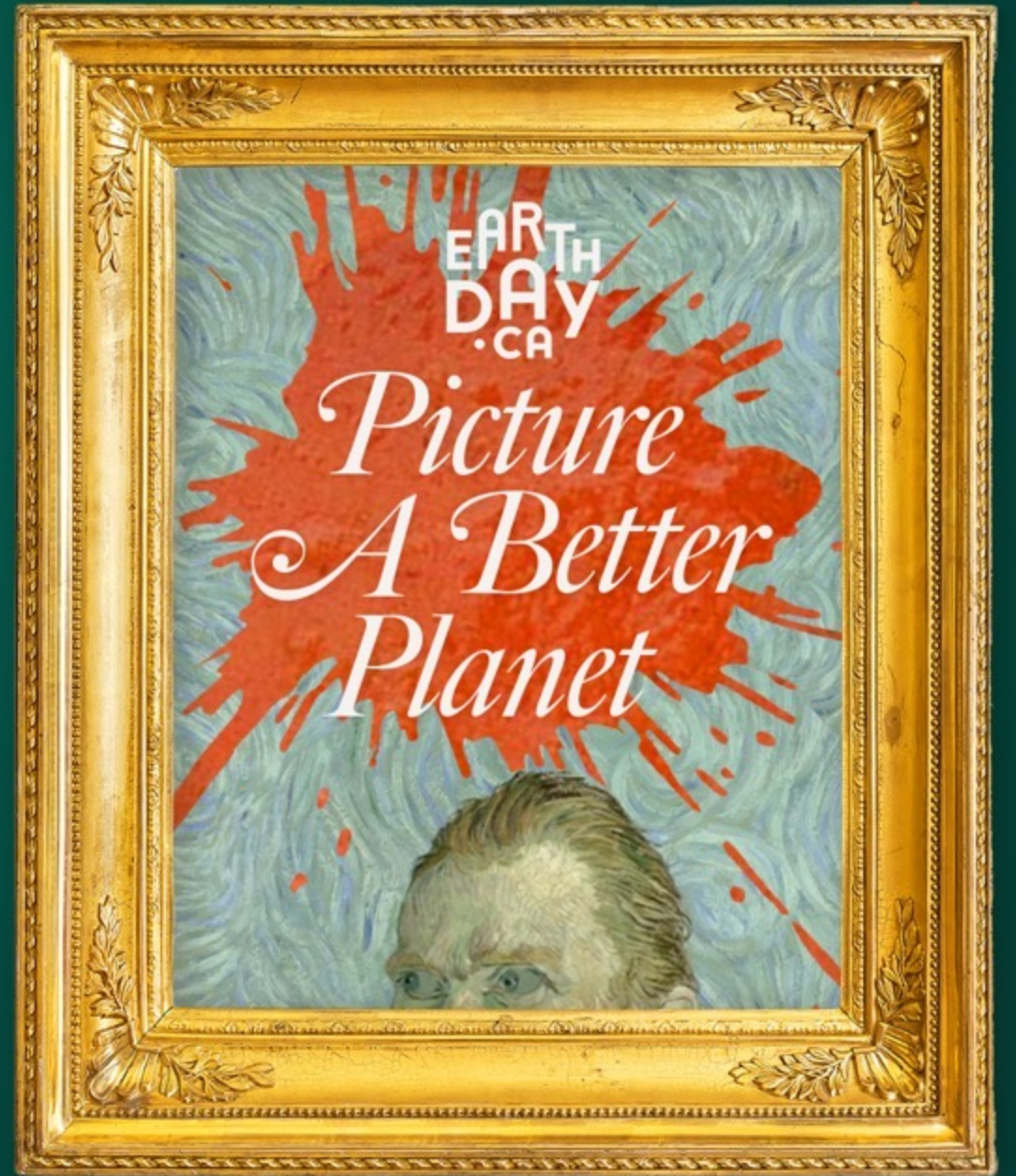


EARTH DAY 2023 MEDIA CAMPAIGN COMMUNICATION TOOLKIT

TAKE ACTION FOR THE
PLANET AND SUPPORT
ENVIRONMENTAL
ORGANIZATIONS ACROSS
THE COUNTRY



WHAT IS EARTH DAY?

Earth Day was first celebrated in the United States, **on April 22 1970**. Over the years, it has become a **major day for environmental action**, celebrated by over a billion people in many countries around the world.

Founded in 1990, **Earth Day Canada is a charitable organization** that inspires and supports citizens and organizations to take action for the planet across the country.



OUR MISSION: Help individuals and organizations reduce their impact on the environment.

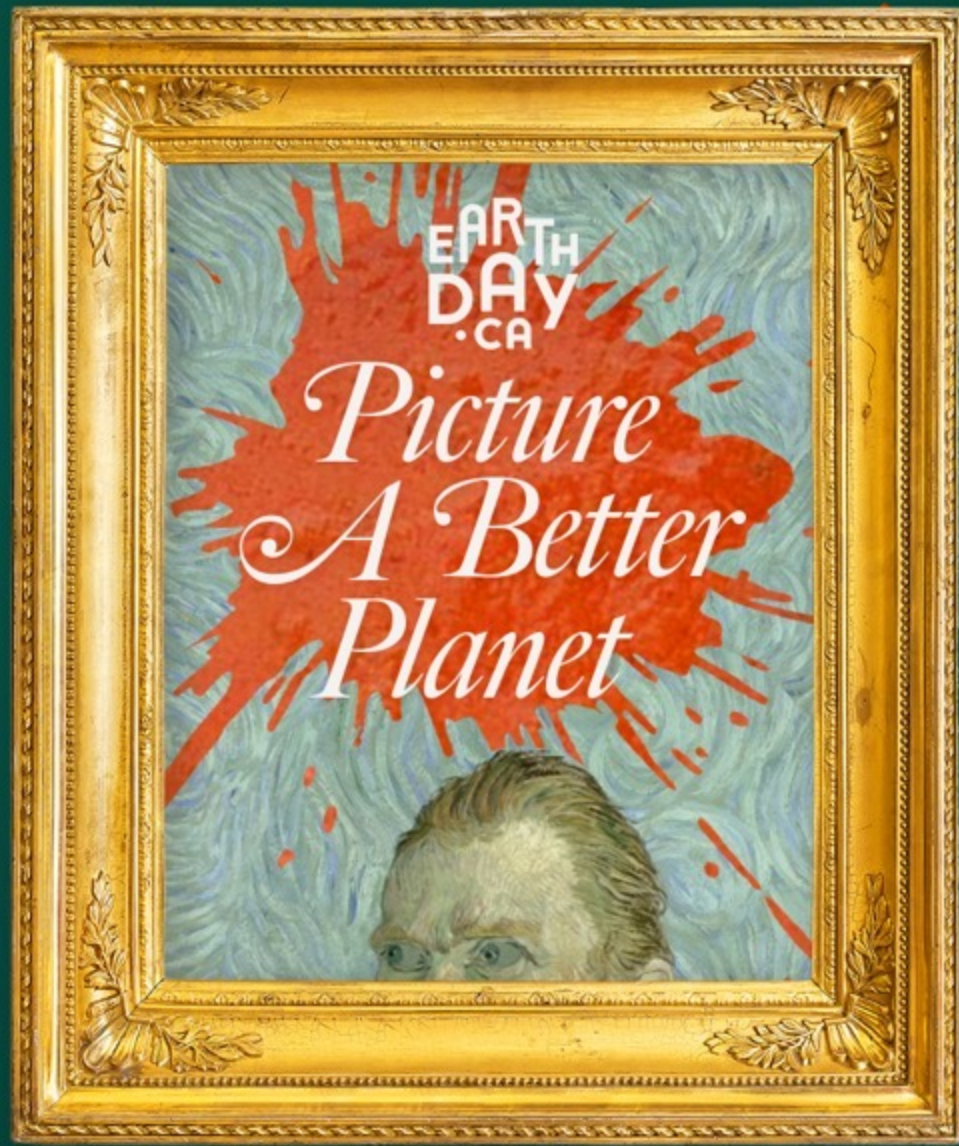
THE EARTH DAY CAMPAIGN

Each year, the Earth Day campaign aims to raise awareness among organizations and citizens across the country and encourage commitment to the environment.

For April 22 2023, the Earth Day campaign invites the public to **take action and **support environmental organizations** working in 7 main fields of action.**

7 FIELDS OF ACTION

- Nature conservation and restoration
 - Biodiversity protection
 - Oceans and rivers preservation
 - Waste reduction and circularity
- Climate and environmental justice
 - Food waste and local agriculture
 - Sustainable mobility



On April 22, support environmental organizations to make our planet a work of art again at earthday.ca/betterplanet

WHAT IS IN THIS MEDIA TOOLKIT?

- The official logo of Earth Day Canada
- The main visual and poster of the campaign
- The campaign video
- Various dimensions for social media
- Examples of **publications** including the **hashtags** to use
- Special social media kits highlighting the 7 fields of action
- Web banners for your digital displays
- **Suggestions of ways to take action**

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.



MAIN VISUAL OF THE CAMPAIGN

Download the digital version of the campaign visual for your digital communications at 1920x1080 pixels.

You can also download the poster adapted for printing, in portrait or landscape mode, in small (12x18") or large (24x36") format.



CAMPAIGN VIDEO

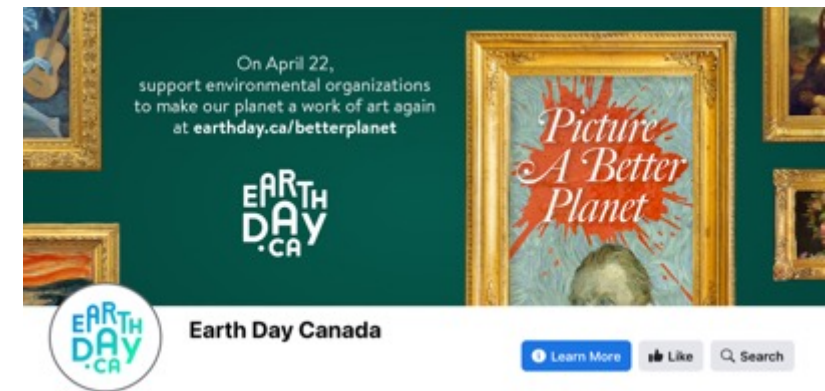
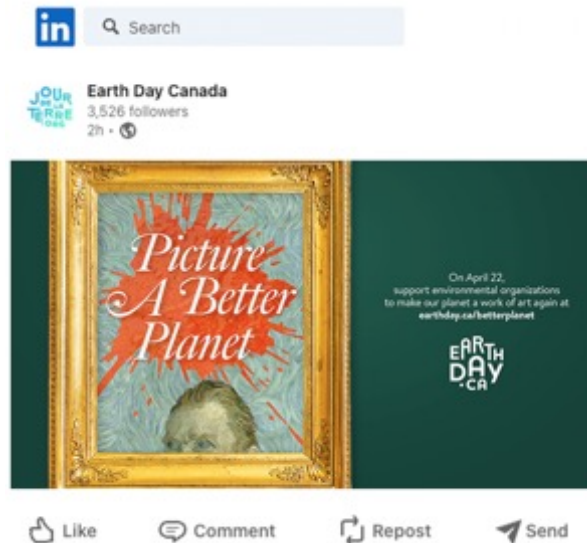
Watch and share the
campaign video by
using this YouTube link:
<https://youtu.be/jC2mKiGFQfg>

30 seconds 16:9 format
with subtitles



SOCIAL MEDIA KIT

No matter which social media platform you use, you can download the right format! New: customize your social channels to match the campaign by downloading the appropriate cover banners.



SOCIAL MEDIA KIT - continued

- **Download** the file with all the variations
- Use the hashtags **#BetterPlanet #EarthDay #EarthDay2023**
- Tag our social accounts by searching for **@EarthDay.ca** or **@EarthDayCanada**

SAMPLE POSTS:

General public version: *#EarthDay2023 is approaching and it's time to take action for the planet!*

On April 22, I will march in Toronto to demand a #BetterPlanet / I will participate in the clean-up in Summerland / I will support an organization that works year-round to preserve the environment.

You can join the movement too at earthday.ca/betterplanet

Media version: *@EarthDay.ca unveils its annual media campaign highlighting individual action and support for environmental organizations working across Canada for a #BetterPlanet. Learn more at earthday.ca/betterplanet*

NPO version: *We are proud to work every day to preserve our beautiful planet and to join the @EarthDay.ca #BetterPlanet campaign. Join our event on April 22, become a volunteer or support us by making a donation for #EarthDay2023!*

SOCIAL MEDIA - FIELDS OF ACTION KITS

This year, we are highlighting 7 fields of environmental action to encourage as many people as possible to get involved and support organizations across the country that are working for the planet!

For each field of action, we have created a distinct and customizable visual identity:

- **Download the visuals** according to your field of action
- Customize with the call to action of your choice
- Share on social media

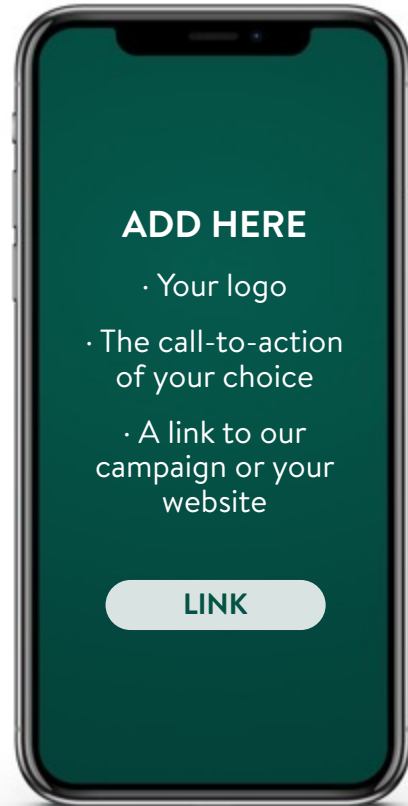
Looking for waste reduction, climate justice or biodiversity protection?

Go to the next page for a preview of our special visuals!

SOCIAL MEDIA - FIELDS OF ACTION KITS



THEMATIC STORY



CUSTOMIZABLE STORY



END STORY



WEB BANNERS

Download our web banners and share the campaign in your digital communications (newsletters, web inserts, etc.).

The provided formats are the standard for digital advertising placements.



TAKE ACTION FOR A #BETTERPLANET

Earth Day is an annual opportunity to celebrate the planet through action by getting involved individually or collectively.

Whether it's by **sharing the campaign** to raise awareness, **joining or organizing an environmental activity** in your community, or **donating to an organization** that works in Canada, each of us has a role to play in protecting the planet and the people who live on it.

[Find inspiration on our website](#) or [take a look at our Calendar of Activities](#) and let's picture a better planet together.



*Picture
A Better
Planet*

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earthday.ca/betterplanet

EARTH
DAY
.CA