

EARTH DAY 2024 MEDIA CAMPAIGN COMMUNICATION TOOLKIT

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



EARTH DAY IS LEG DAY

On April 22, the best thing you can do for the planet and yourself is skip the car, not leg day.

Join the challenge at earthday.ca/legday



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, municipalities 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 2024, the Earth Day campaign invites the public to discover and use nez sustainable mobility.

EXAMPLES

- Carpooling
- Taking the bus
 - Walking
 - Cycling
- Taking the subway



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EARTH
DAY
.CA

WHAT IS IN THIS MEDIA TOOLKIT?

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

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 small (12x18") or large (24x36") format.



EARTH DAY IS LEG DAY

Bike, walk, bus. Skip the car, save the planet.

Inconvenient Truth:

Gas emissions in Canada are at an all-time high.

Idea:

This Earth Day, we're challenging commuters to skip the car to reduce gas emissions—and they get a leg day in! It's a win-win (plus there's lots of prizes to win too).

Join the challenge at earthday.ca/legday



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

- Use the hashtags **#EarthDay #EarthDay2024 #LegDay #SustainableMobility #ActiveMobility #April22**
- Tag our social accounts by searching for **@EarthDay.ca** or **@EarthDayCanada**

SAMPLE POSTS:

Version municipalities 1: *We are proud to participate in the Municipalities Engaged campaign by @EarthDayCanada and to commit ourselves every day to offering you alternatives to solo driving. Discover the campaign at earthday.ca/legday, join an event near you, and raise awareness among your loved ones by sharing the special #EarthDay!*

Version municipalities 2: *We would like to mark this #EarthDay2024 by announcing free public transportation on Monday, April 22nd / by inviting you to a clean-up event starting at noon / by announcing the planting of new trees in the city. Discover the campaign by @EarthDayCanada at earthday.ca/legday and get involved for the planet this April 22nd!*

SOCIAL MEDIA - FIELDS OF ACTION KITS



STORY

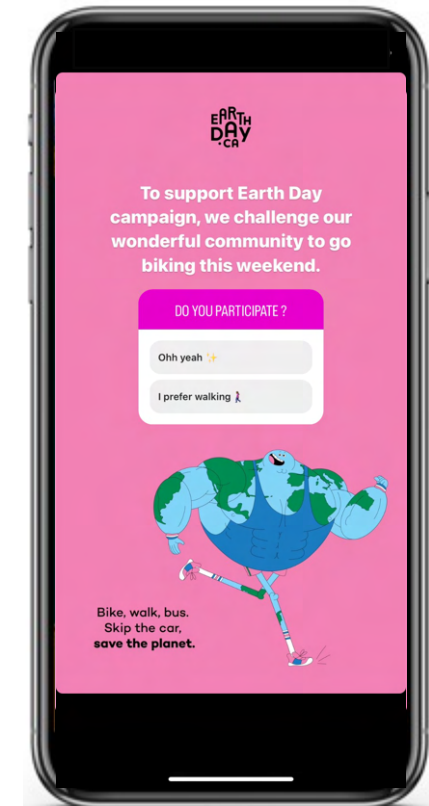
To insert a link into your Instagram story, to the challenge, it couldn't be easier! 😊

1 – Copy EarthDay.ca/LegDay

2 – In the story, open the link icon



3– Paste the link and write « Join the challenge »



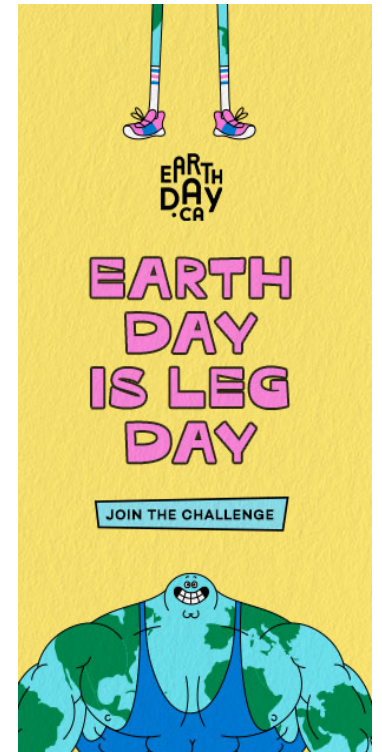
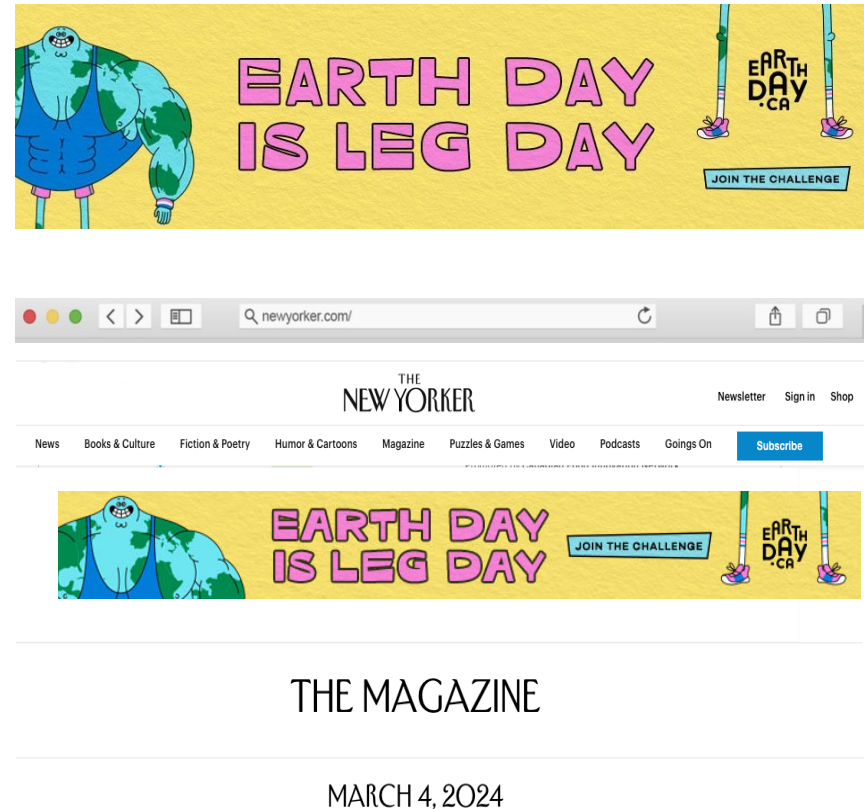
STORY
PERSONNALISABLE

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.



MUNICIPALITIES, BE READY FOR #LEGDAY

Cities across Canada are rallying for Earth Day. Whether by **sharing the campaign** with your citizens, **announcing major transition projects**, or **organizing your own activity**, many of you are making April 22nd a day of celebration for the planet.

You asked for it last year: [the kit to promote your programming is here](#) along with a guide to help you customize visuals on Canva.

Don't forget to [register your activities on our calendar](#) and have wonderful celebrations! **Earth Day is Leg Day!**

TAKE ACTION

For the Earth Day 2024 campaign, discover our suggestions for **sustainable mobility initiatives**.

Municipalities

- Implement bike lanes
- Promote public transportation in the city
- Establish carpooling zones



[Discover more initiatives](#)

TAKE ACTION FOR #LEGDAY

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](#)



[Take a look at our Calendar of Activities](#)



THANK YOU

EarthDay.ca/LegDay

