

# 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](https://earthday.ca/legday)



# WHAT IS EARTH DAY?

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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

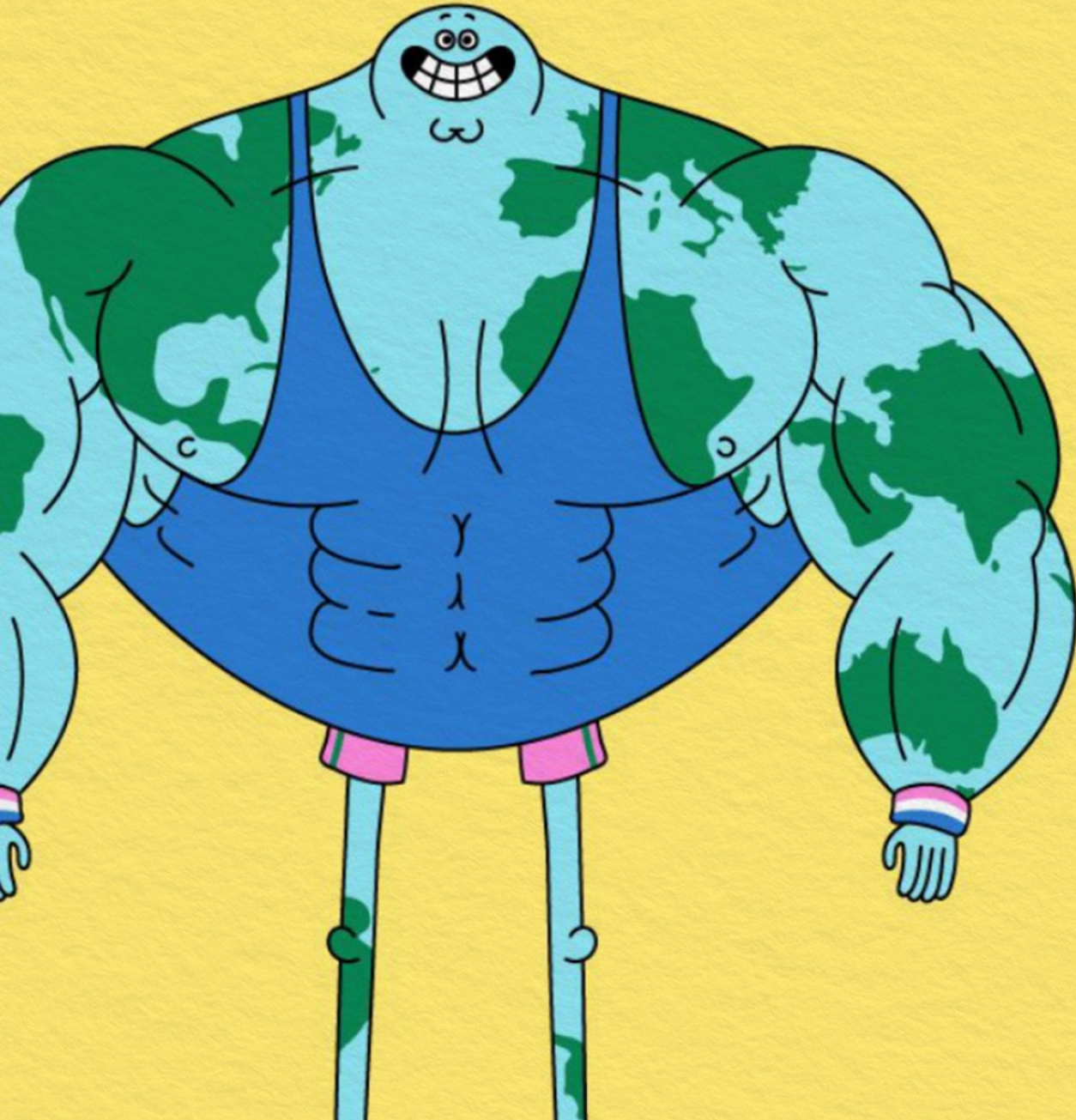
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Each year, the Earth Day campaign aims to raise awareness among organizations and citizens across the country and encourage commitment to the environment.

**For April 22 2023, the Earth Day campaign invites the public to discover and use nez sustainable mobility.**

## EXAMPLES

- To walk
- To ride a bike
- To take the bus
- To take the subway
- To carpool



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EARTH  
DAY  
.CA

# WHAT IS IN THIS MEDIA TOOLKIT?

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- 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

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[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

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[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.

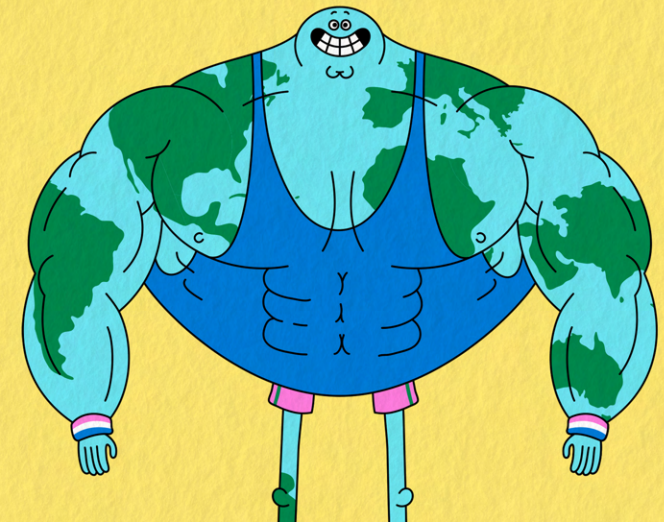
#### Inconvenient Truth:

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

#### Idea:

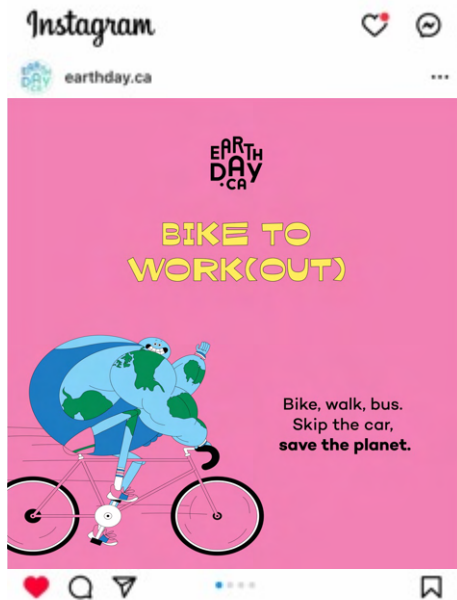
This Earth Day, we're challenging commuters to skip the car to reduce gas emissions—and they get a leg day in! It's a win-win (plus there's lots of prizes to win too).

Join the challenge at [earthday.ca/legday](http://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

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

## SAMPLE POSTS:

*General public version: I'm proud to take part in the 2024 Earth Day campaign on sustainable mobility. This week, I'll walk to work / suggest carpooling to my colleagues / try taking the bus instead of my car for short trips #LegDay! Join the movement at [earthday.ca/legday](https://earthday.ca/legday)*

*Media version: @EarthDayCA unveils its media campaign and challenges the Canadian population! Try sustainable modes of transportation this April. Discover the challenge at [earthday.ca/legday](https://earthday.ca/legday)*

*Non-profit version: We want to highlight the 2024 @EarthDayCA campaign on sustainable mobility. The campaign invites the public to discover and use sustainable means of transportation. Why not you? Discover the campaign at [earthday.ca/dayd](https://earthday.ca/dayd) #LeyDay!*

# SOCIAL MEDIA - FIELDS OF ACTION KITS



STORY

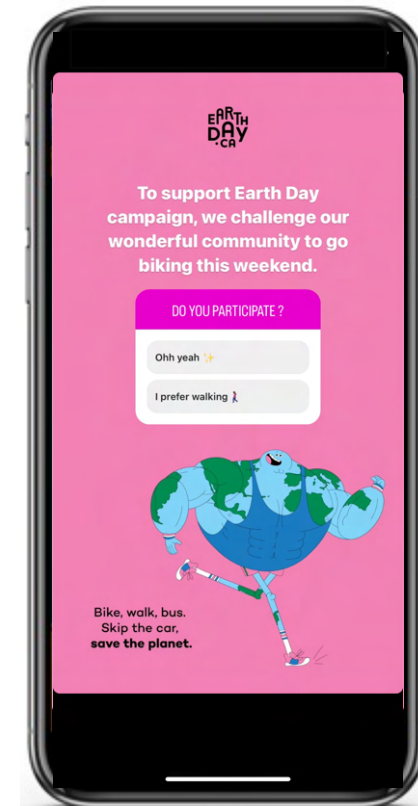
To insert a link into your Instagram story, to the challenge, it couldn't be easier! 😊

1 – Copy [EarthDay.ca/LegDay](https://EarthDay.ca/LegDay)

2 – In the story, open the icon link



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



STORY  
PERSONNALISABLE

# SOCIAL MEDIA KIT - Filters

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We have filters for your stories!

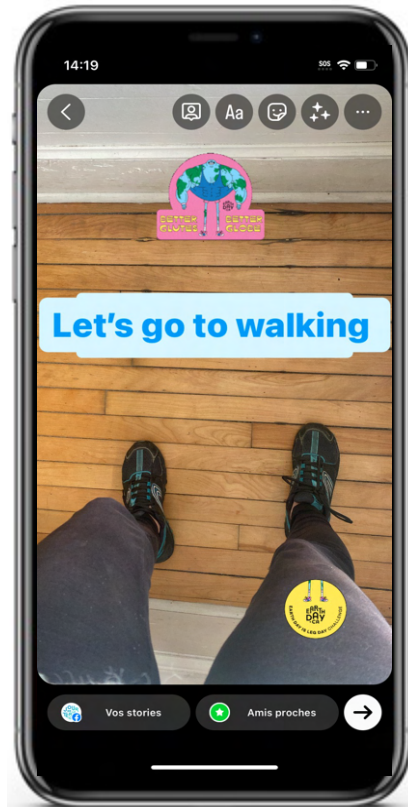
1 – Click with your mobile on [Earth Day is Le Day](#)

2 – Yeeaah you will see appear filters

STORY

# SOCIAL MEDIA KIT - GIF

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We have GIF for your stories !

1 – In story, click on GIF icone



2 – Looking for with the key word:

« Earth day is Leg Day »

3- It's ready to published

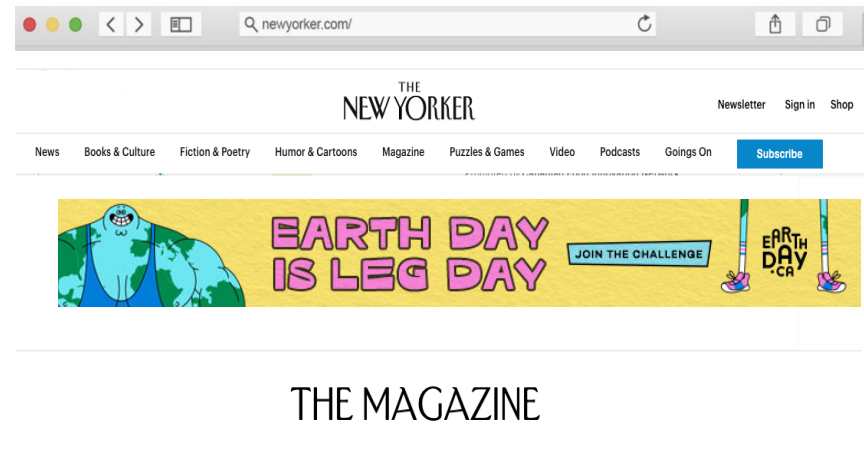
STORY

# WEB BANNERS

[Download our web banners](#)

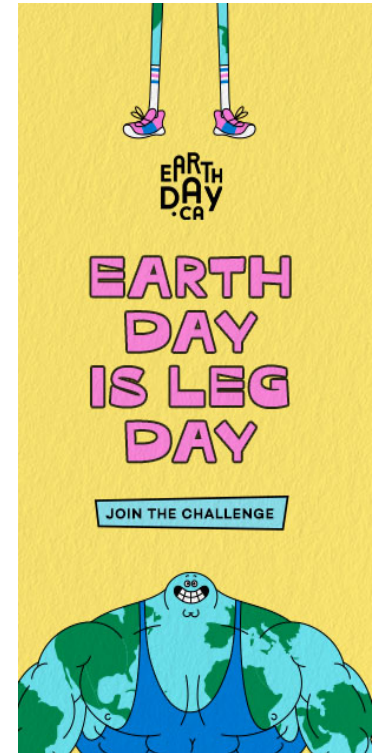
and share the campaign in your digital communications (newsletters, web inserts, etc.).

The provided formats are the standard for digital advertising placements.



THE MAGAZINE

MARCH 4, 2024



# TAKE ACTION

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

## Organizations

- Organize a sustainable mobility challenge for your employees using the [RideShark](#) application
- Offer a financial incentive for public transportation and bike-sharing
- Facilitate and encourage your employees to carpool

## Citizens

- Use active transportation (walking, cycling, running...)
- Try out a new public transportation mode (bus, subway, train...)
- Suggest carpooling or opt for it



[Discover more initiatives](#)

# TAKE ACTION FOR #LEGDAY

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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](https://EarthDay.ca/LegDay)

