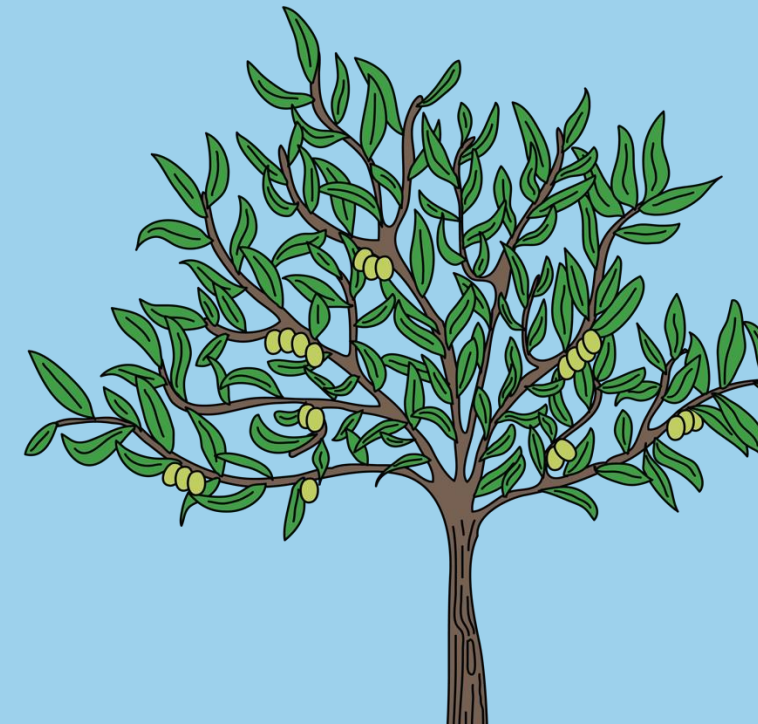
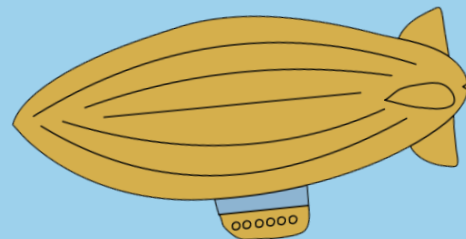
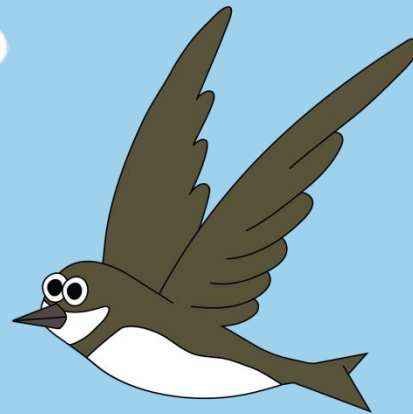
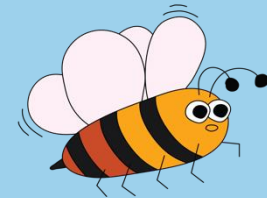


EARTH DAY 2025 MEDIA CAMPAIGN COMMUNICATION TOOLKIT

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, municipalities 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 2025 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, 2025, the Earth Day campaign invites you to protect biodiversity by opening your eyes.

#Biodiversity

EXAMPLES

- Donate to a nonprofit organization
 - Take part in a Bioblitz
 - Make a gesture for nature
 - Organize a cleanup effort
- 













EARTH
DAY
CA

OPEN YOUR EYES TO PROTECT BIODIVERSITY.

If we don't preserve biodiversity,
certain species may cease to exist.

**THERE ARE 10 ENDANGERED SPECIES HIDDEN
IN THIS ILLUSTRATION. CAN YOU FIND THEM ALL?**

<p>Caribou</p> 	<p>Beluga</p> 	<p>Barn owl</p> 	<p>Butternut</p> 	<p>Wild leek</p> 
<p>Bank swallow</p> 	<p>Rusty-patched bumble bee</p> 	<p>Western chorus frog</p> 	<p>Monarch butterfly</p> 	<p>Wood turtle</p> 

FIND ME!

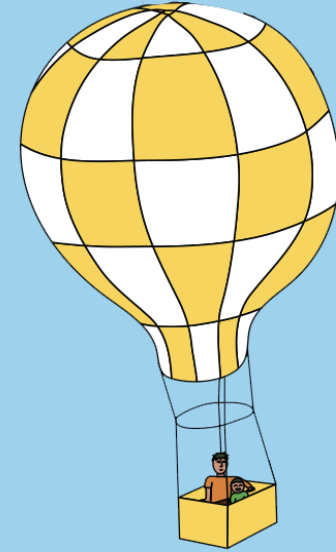
Keep playing online.



In partnership with
PUBLICITE SAUVAGE
Illustration by
LAURENT LARUE

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
- Various dimensions of videos
- Web banners for your digital displays
- **Suggestions of ways to take action**
- Examples of **publications** including the **hashtags** to use



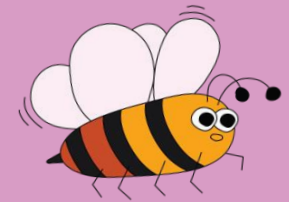
EARTH DAY CANADA LOGO

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 (1/2)

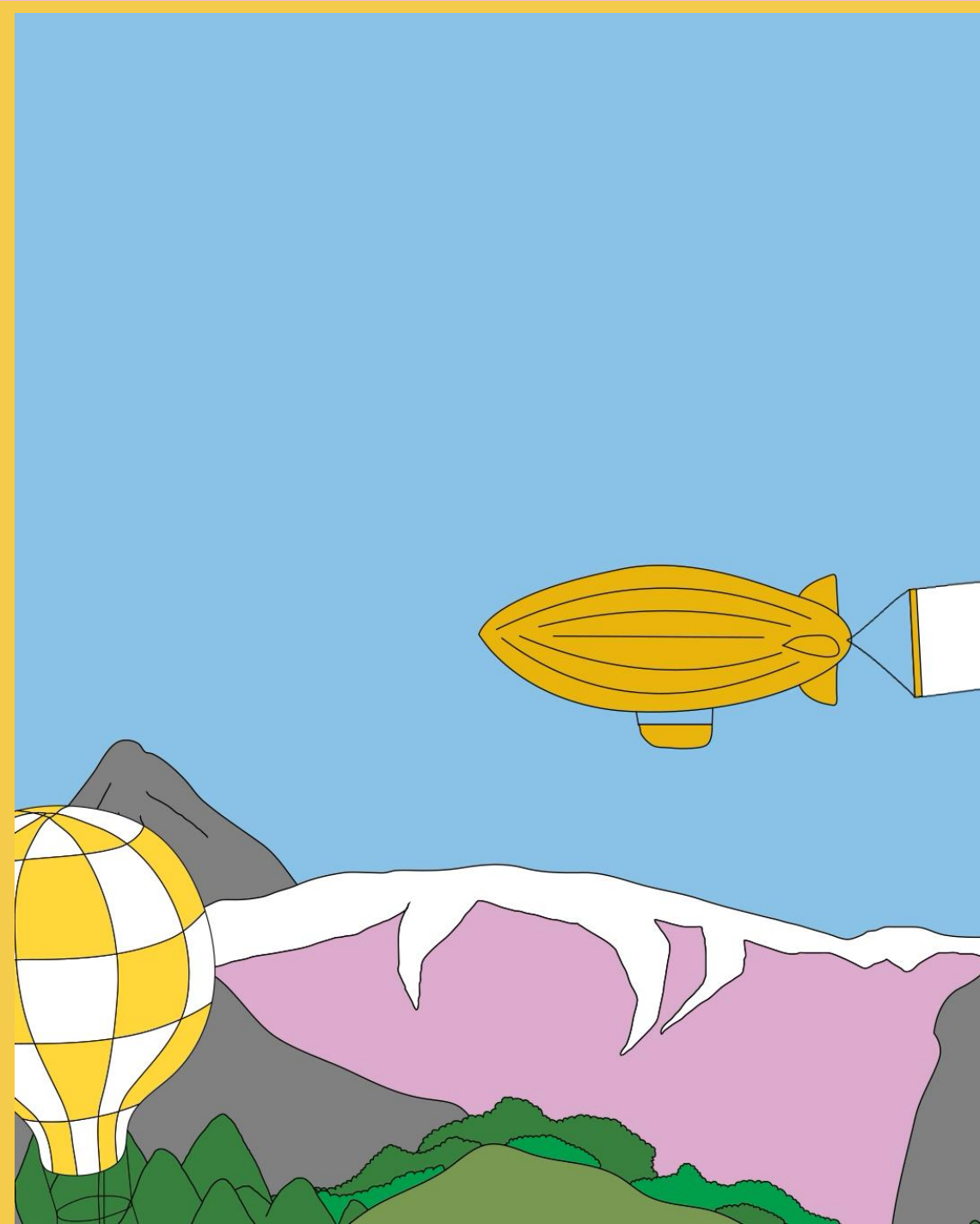
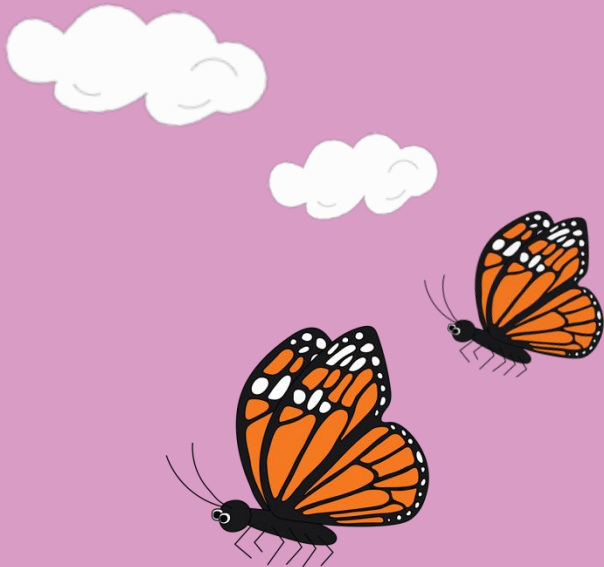
Download the campaign visual as a static image.

You can also download the print-ready poster in small (12x19 in) or large (24x36 in) format.



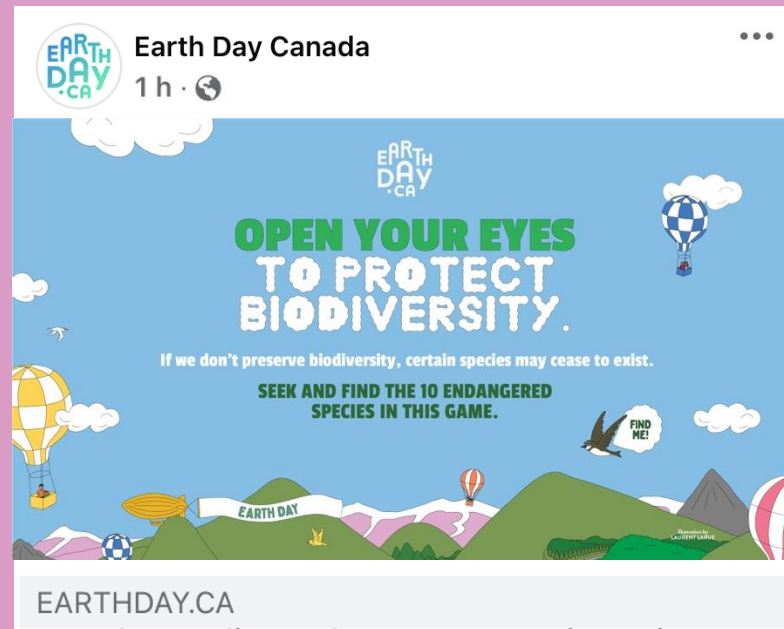
MAIN VISUAL OF THE CAMPAIGN (2/2)

Download the motion visual in a
10-second video format.



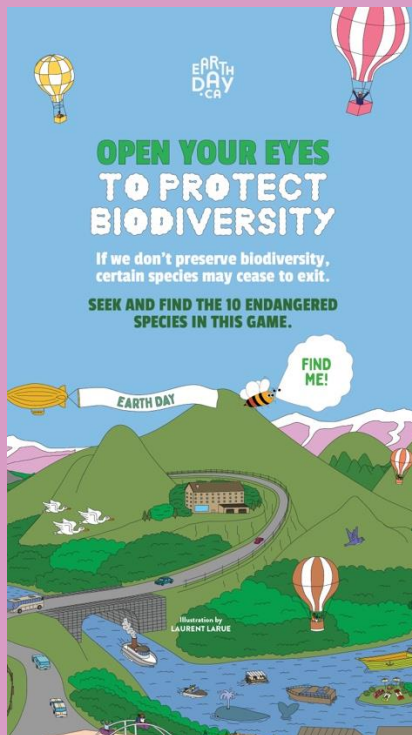
SOCIAL MEDIA KIT (1/2)

No matter which social media platform you use, you can **download the right format!**



SOCIAL MEDIA KIT (2/2)

You can also [download the story format](#).



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

1 – Copy <https://earthday.ca/april-22/campaign/biodiversity/>

2 – In the story, open the icon  Link

3– Paste the link and write something like “Play now!”

SOCIAL MEDIA KIT - continued

- Use the hashtags: **#EarthDay #EarthDay2025 #Dday #Biodiversity #OpenYourEyes #April22**
- Tag our social accounts by searching for **@EarthDay.ca or @EarthDayCanada**

SAMPLE POSTS:

Public version: I'm proud to take part in Earth Day 2025's campaign to protect biodiversity. Thanks to its interactive game, I'm learning more about the biodiversity around me and the species at risk: <https://earthday.ca/april-22/campaign/biodiversity/> This week, I'll be heading out into nature / organizing a bioblitz with my friends / raising awareness with my colleagues through a biodiversity mural / donating to an environmental organization, etc. #Dday #Biodiversity Take action with us and help protect biodiversity!

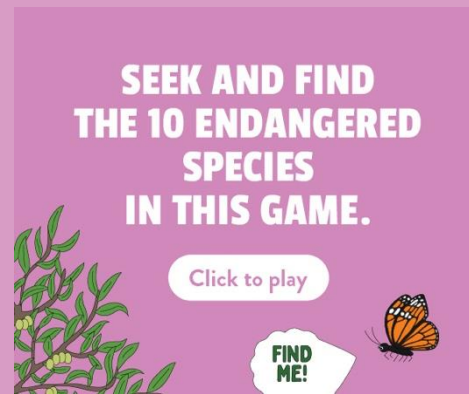
Media version: @EarthDayCanada unveils its media campaign and challenges Canadians to find endangered species on its interactive map before they disappear. Play now at <https://earthday.ca/april-22/campaign/biodiversity/> and take the opportunity to learn more about the biodiversity around us.

Nonprofit/municipalities version: We want to highlight @EarthDayCanada's 2025 campaign for biodiversity protection. The campaign invites the public to discover the biodiversity around them and learn more through an interactive game. Check it out at <https://earthday.ca/april-22/campaign/biodiversity/> #biodiversity

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.



HOW TO TAKE ACTION



Discover our proposed **initiatives to protect biodiversity** during the Earth Day 2025 campaign.

Organizations

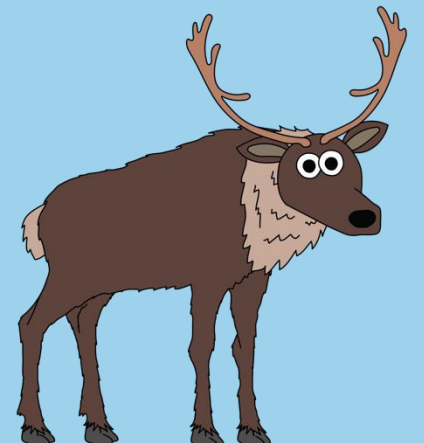
- Organize a [bioblitz](#) for your employees using the iNaturalist app.
- Offer a [biodiversity collage](#).
- Organize a clean-up day.

Citizens

- [Take action for nature](#).
- [Join a bioblitz](#).
- Support a [biodiversity non-profit organization](#).



[Discover more initiatives](#)



BE MOBILIZED ON APRIL 22!

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!

