Project Forest Partnership Press Release [Template]

*This template is provided to our partners to guide the creation of your organization’s press release on entering a partnership with Project Forest and should be recreated on your own letterhead.*

**[COMPANY LOGO]**

[Release Date]

**[Name of Business] partners with Project Forest to rewild Alberta**

**Local [type of business] joins efforts to plant more trees across the province and capture carbon naturally**

**City –** The first paragraph, or lead, should announce the partnership and answer the 5 W’s (who, what, when, where, why) in relation to the partnership with Project Forest in a brief summary consisting of a few, short sentences.

“Quote from your organization on why you’ve joined Project Forest and how it meets your business’ overall mission and sustainability goals,” said [name, title, business].

[Body Copy] This section of the release should be made up of a paragraph or two focusing on all of the relevant details of the partnership – which forest you’ve chosen to fund and why, etc.

“Quote from Project Forest on the partnership, the overall program and its mission to rewild Alberta – available upon request,” said [Project Forest representative].

This final section should include more details about your business’ values, commitment to environmental stewardship, similar initiatives and intentions for the future.

[Call to action] Include a call to action to learn more about the partnership, and the project overall and link to relevant websites [your business’ website and projectforest.ca].

**Media Contact:**

Name: John Doe

Title: Communications Lead

Email: jdoe@yourbusiness.ca Phone: 780 433 3333

**About [your business]**: [Insert boilerplate from your organization].

**About Project Forest:** *Founded in 2020, Project Forest is a non-profit organization, committed to rewilding Alberta’s local landscape by working with like-minded businesses who want to help capture carbon naturally by planting trees in our province. Partners can fund forest creation and contribute to capturing carbon naturally and improving Alberta's forest cover. To learn more, visit projectforest.ca.*