

Credit Valley Conservation celebrates corporate support

Many organizations recognize that good practices extend beyond the office and into the community at large. Research has proven that environmental action is not only cost-effective, but increasingly necessary in the face of climate change. Credit Valley Conservation's (CVC) volunteer tree planting program has received financial support from several corporate organizations that recognize the importance of environmental action.

“CVC is able to further its mandate of environmental restoration and protection thanks to significant contributions from Rona and UPS Canada,” said CVC's Director of Restoration and Stewardship Mike Puddister. “These companies recognize that environmental improvements done locally can have positive impacts globally.”

For the past two years, Rona has partnered with the David Suzuki Foundation and CVC to support the planting of native trees, shrubs and wildflowers in the Credit River watershed. This year, more than 1,000 volunteers will plant 5,300 wildflowers and 860 trees and shrubs, improving the natural area for all its inhabitants.

“Conservation is an activity sustained by community. Our corporate partners and volunteers are an important part of the CVC community,” Puddister said. “Tree planting events allow the community to take action and do their part to combat the increasing effects of climate change.”

As part of an organizational goal to plant two million trees worldwide, UPS has worked with CVC to sponsor numerous tree planting events in the watershed. The organization has given more than \$67,000 to CVC, financially contributing to the planting of 3,200 native trees and shrubs. UPS volunteers, including several senior executives, and their families have logged more than 1,540 hours of volunteer tree planting time with CVC since 2009.

Tree planting is beneficial to the environment in many ways. Trees help reduce the effects of climate change, provide habitat for wildlife and improve water quality, among numerous other recorded benefits. Tree planting supports CVC's main objective of protecting the Credit River, those living in the watershed and its wildlife.