

Media Release



Grow a Tree for South Australia with your free Tree Grower's Kit

Tuesday July 24, 2007

This week Advertiser Newspapers unveils an optimistic plan to involve South Australians in changes to improve our environment. One Degree, Advertiser Newspapers' initiative to reduce the global impact of climate change, aims to inspire all South Australians into taking action to prevent the catastrophic consequences of modern-day living.

Amy Foxe, News Limited Spokesperson for Environment and Climate Change, said, "One Degree of change by everyone everyday will change the future of the planet. Each week *The Advertiser* and *Sunday Mail* will offer tips and tools for readers to reduce their own carbon footprint."

As part of this ongoing initiative to inform and inspire the South Australian community about climate change, *The Advertiser* has partnered with Trees for Life to offer readers a free Tree Grower's Kit on Saturday July 28.

To raise awareness for National Tree Day on Sunday July 29 readers will be encouraged to grow a tree for South Australia. Kits will be available free with an original token from *The Advertiser* on Saturday July 28 from Foodland stores across the state.

The Tree Grower's Kits will contain native pine seeds, soil mix, a biodegradable growing tube and planting instructions, everything you need to make your part of the earth greener and healthier.

Ends.

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