



SAMPLE MEDIA ADVISORY

Springfield Park's Earth Day Tree Planting Festival 2006 Honours Region's Past, Present and Future Accomplishments

**Tree Planting Festival Celebrating Earth Day –
Saturday, April 22, 12pm to 4 pm**

What:

Springfield Park's Earth Day Tree Planting Festival 2006 honours Earth Day. Congressman Herbert Boake will attend the Earth Day Tree Planting Festival and, together with his children and 22 other relatives.

Why:

In 1824, Herbert Boake's great grandparents emigrated from Ireland and over many years worked to buy more than 200 acres of the Downsview Park site. They planted hay, wheat, oats and barley, raised 15 children (and eventually Herbert) in a homestead called Locust Lodge.

Photo Ops:

The Boake Ceremonial Tree Planting; Generations of the Boake Family participating in Earth Day Tree Planting; Local politicians and dignitaries at Earth Day.

When: Saturday, April 22, 12 p.m. to 4 p.m.

Where: Downsview Park, located on southeast corner of Keele St. and Sheppard Ave.

Who: Day Honoree Congressman Herbert Boake; Tony Genco, President and CEO of Parc Downsview Park Inc., Jed Goldberg, President of Earth Day Vermont and Debbie Field, Executive Director of the Sierra Club Vermont (all are available for interviews)

Contact Person: Jeremy Slezak, jeremy@earthday.org, 215-543-2310 – For any press questions, access to spokespeople, event details, directions, or additional information