

September 3rd, 2020

To:

City of Prince George
1100 Patricia Boulevard, Prince George, BC V2L 3V9

From:

Resource Works Society
Suite 960 – 1050 West Pender Street
Vancouver, BC V6E 3S7
www.resourceworks.com

Canadian Institute of Forestry
P.O. Box 99, 6905 Hwy. 17 West
Mattawa, ON POH 1V0
www.cif-ifc.org

Dear Mayor Hall and Prince George Council,

This September, we are inviting municipalities across BC to declare National Forest Week (September 20-26, 2020) in their communities.

2020 marks the centennial anniversary of this national campaign led by the Canadian Institute of Forestry / Institut forestier du Canada (CIF-IFC). This one-week campaign that takes place the last week of September each year challenges Canadians across the country to learn more about the forest sector and its significance to Canada's culture, history, and future, while also supporting a greater recognition of forests as a valuable, renewable and green resource.

This year's theme is "Healthy Forests, Healthy Future", focusing on the importance of safeguarding the health of Canada's forests as a critical nature-based solution to mitigate climate change. Forestry communities like Campbell River understand that a healthy forest can mean family-supporting incomes for forestry workers, opportunities for small, locally-owned businesses and economic development for local Indigenous communities.

Participating in #NationalForestWeek can be as simple as declaring National Forest Week in your community, sharing posts and graphics on social media created by CIF-IFC and using the hashtag #NationalForestWeek. The Resource Works Society will also be sharing stories about working forests and forestry communities throughout the week.

Examples of how your community can participate, including suggested text for a Council Motion, are included on the next page.

Sincerely,

Stewart Muir
Executive Director
Resource Works Society

Mark Pearson
Executive Director
Canadian Institute of Forestry / Institut forestier
du Canada (CIF-IFC).

HOW TO PARTICIPATE IN #NATIONALFORESTWEEK 2020

- Pass a motion at your next Council meeting:

“That Prince George declare the week of September 20th to 26th National Forest Week.”
- Use your social media channels to like and share/re-tweet posts created by the CIF-IFC ([@CIF_IFC](#) on Twitter and [@CIF.IFC](#) on Facebook) and Resource Works ([@Resource Works](#) on Twitter and [@ResourceWorks](#) on Facebook) or posts using the hashtag #NationalForestWeek or #Semainenationaledelarbreetdesforêts.
- Share National Forest Week 2020 digital creatives via social media using the hashtag #NationalForestWeek or #Semainenationaledelarbreetdesforêts.
- Create your own content using the daily sub-themes from the National Forest Week Social Media Content Schedule and share them using the hashtag #NationalForestWeek or #Semainenationaledelarbreetdesforêts.
- Write an op-ed in your local newspaper about what “Healthy Forests, Healthy Future” means to your community.

[See National Forest Week online](#) to download digital graphics, view the social media content schedule and learn about additional ways to participate.

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NATIONAL FOREST WEEK
SEPTEMBER 20-26, 2020



Canadian Institute of Forestry
Institut forestier du Canada

