



MEDIA RELEASE

FOR IMMEDIATE RELEASE

GreenUP announcing 25th anniversary 5-year fundraising campaign to support critical new infrastructure at GreenUP Ecology Park

Peterborough, Ont (Wednesday, March 15, 2017) As part of the organization's 25th year celebrations, GreenUP is excited to reveal our plan for a 5-year fundraising campaign to support the development of critical infrastructure at GreenUP Ecology Park.

This campaign supports the development of facilities at GreenUP Ecology Park, a vibrant urban park and native plant nursery in the heart of Peterborough. The plans for enhancement include the construction of new education structures, a naturalized playscape, and accessible pathways that will allow GreenUP to offer a more inclusive and immersive educational experience to a greater number of children. GreenUP also plans to install a new watering system and to construct a greenhouse, which will increase the capacity to grow resilient native plants on site, using sustainable technologies.

“Over the past 25 years, GreenUP Ecology Park has enriched the lives of so many, providing children and adults alike with the opportunity to experience the wonders of our natural environment right here in our city,” explains GreenUP Executive Director, Brianna Salmon, “But, the Park is in need of investment, and over the next five years, we will be looking to make thoughtful and innovative changes in order to ensure this beautiful space continues to flourish.”

GreenUP has reached one fifth of our Phase One fundraising goal through donations to the newly developed GreenUP Ecology Park NEST Fund. We continue to work towards reaching the Phase One goal of \$50,000 in 2017 with help from generous community donors. Throughout the next four years, we will work to raise each of the yearly goals in the seven-phase plan through grant funding, foundation support, and community donations.

Official kick-off announcement of the 25th Anniversary fundraising campaign will be held at GreenUP Ecology Park, **Thursday, March 16th at 10:30am**. Media are invited to join us for this wintery announcement. We will be joined by Mayor Daryl Bennett and Ashburnham Ward Councillor Keith Riel, GreenUP staff, board of directors, the fundraising team, supporting partnership organizations, and regular park visitors.

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