

From: Alexandra Wilson [<mailto:awilson@jourdelaterre.org>]
Sent: January-21-20 2:11 PM
To: Robert Vagramov <RVagramov@portmoody.ca>
Subject: Earth Day Canada Support and Partnership for Earth Day 2020

Dear Mayor Vagramov,

Please allow me to introduce myself. My name is Lexa Wilson and I am the Canadian Outreach Project Manager at the non-profit organization Earth Day Canada, based in Montreal.

I am contacting you on behalf of our organization and the Chairman of our Board of Directors, Thomas Mulcair, a letter from whom is enclosed.

Let me explain a bit about who we are and what we do.

In 1995, Earth Day Canada set up shop in the Montreal, celebrating Earth Day with a wide array of awareness-raising activities on environmental issues. With its ability to mobilize local stakeholders, Earth Day has continued to grow, developing numerous initiatives for April 22nd and every day. Following years of dedicated service and effective initiatives locally, it expanded July 2019 to become the renewed Earth Day Canada, assuming operations from coast to coast. We aim to use Earth Day, April 22nd, as a catalyst for rallying engaged citizens and supporting organizations and municipalities trying to reduce their impact on the environment, all across Canada, on Earth Day and every day.

As we enter this exciting new phase, our vision includes partnering with municipalities that have demonstrated the will to make bold strides in sustainable development. In the run-up to the launch of our 2020 campaign celebrating the 50th anniversary of Earth Day with a theme of The Ecological Transition in Cities, we are developing a tool box that will serve as a resource for partner municipalities who are seeking support for Earth Day and for their sustainability goals.

This tool box will include benefits such as

- Access to our large social media audience to communicate about your events
- Earth Day campaign materials and logos
- Support from an Earth Day representative
- Public recognition as a city/town leading the sustainability charge
- Calendars and examples of activities

As demonstrated by your Climate Action Plan, Greenhouse Gas Initiatives, and the various activities organized by your citizens last year in celebration of Earth Day, Port Moody is clearly a city committed to confronting climate issues.

We would love to discuss the possibility of joining forces to amplify the impact of your action and ours, as well as highlight all the positive steps you have already taken. As described in the

letter, you may also simply reply “I want to be part of Earth Day 2020” and c.c. the staff members responsible for follow-up. We will then get back to you with the next steps.

I am here for all your questions, concerns, and if you desire, to schedule a call or meeting with the director of our organization, Pierre Lussier.

Best Regards,
Lexa Wilson

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Mission : accompagner les personnes et les organisations à diminuer leur impact sur l'environnement. /
help people and organizations reduce their environmental impact.

Dear Mayor Vagramov,

Change is in the air. And in our oceans, forests, and wetlands. But beyond that, it is happening in the hearts and minds of our citizens. Now more than ever, people are looking to leaders for solutions to the environmental challenges our planet is facing.

We at Earth Day Canada believe that these solutions can only be effective when people, organizations, and governments align their efforts. It has become abundantly clear that cities are at the frontline of the fight against climate change, and that local government will play an essential role. We are therefore pleased to announce that the theme of the Earth Day Canada 2020 Campaign is The Ecological Transition in Cities.

Change has also come for us. Following years of dedicated service and action locally, the renewed Earth Day Canada will now deploy and support environmental programs from coast to coast. With bold new ambition, we aim to use Earth Day, April 22nd, as a catalyst for rallying action-oriented citizens and bringing together engaged organizations and municipalities to promote and participate in environmental programs and activities year-round.

This is where we see an opportunity for collaboration. We are contacting you because your municipality has distinguished itself as a leader in addressing environmental issues. We congratulate you on all you have achieved thus far, and believe that together we could multiply the impact of your actions.

For this purpose, we have developed a free municipal tool box for use by local governments ready to partner with us in the quest for healthy, vibrant communities. If you intend to celebrate Earth Day 2020, we would be thrilled to work with you and provide the support of all the communication and implementation resources contained in our tool box.

Participation is easy. Simply reply "I want to be part of Earth Day 2020" and c.c. the members of your staff responsible for follow-up. Our outreach coordinator will be standing by to support you every step of the way. Please do not hesitate to contact her at awilson@jourdelaterre.org if you require further information.

Together, we can make great strides toward a more sustainable world. Let us join forces to create a network of communities, towns, and cities of every size. Let us share our successes and make the connections that will lead to real progress.

Sincerely,
Thomas Mulcair
Chairman of the Board of Directors, Earth Day Canada

A handwritten signature in black ink that reads "Thomas Mulcair." The signature is written in a cursive, flowing style.