



To:

Date: August 18, 2023

Mayor Joan Atkinson
District Main Office
P.O. Bag 340, 1 Mackenzie Boulevard
V0J 2C0, Mackenzie, BC

From:

Canadian Institute of Forestry
P.O. Box 99, 6905 Hwy. 17 West
Mattawa, ON P0H 1V0
www.cif-ifc.org

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

Dear Mayor Joan Atkinson and Council,

This September, we are inviting municipalities across Canada to participate in National Forest Week (September 17-23, 2023).

This one-week campaign that takes place during 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.

The theme this year "Canada's Forests: Supporting Biological Diversity", will highlight the inextricable link between us, our forests, and biodiversity. Biological diversity in our forests is critical to our survival. From fresh air and water, food security, medicines, shelter to innovative products and technologies, forests and trees provide many cultural, societal, environmental, and economical benefits. In a changing climate, forest practitioners, professionals, researchers, and scientists are working to ensure forests are sustainably managed for generations to come.

Participating in #NationalForestWeek can be as simple as sharing posts and graphics on social media created by CIF-IFC 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 are included on the next few pages.

Sincerely,



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



Stewart Muir
Executive Director
Resource Works Society

HOW TO PARTICIPATE IN #NATIONALFORESTWEEK 2023

- Use your social media channels to like and share/retweet posts created by the CIF-IFC ([@CIF_IFC](#) on Twitter, [@CIF.IFC](#) on Facebook, [@CIF_IFC](#) on Instagram, and [@Canadian Institute of Forestry / Institut forestier du Canada](#) on LinkedIn) and Resource Works ([@Resource_Works](#) on Twitter, [@ResourceWorks](#) on Facebook, and [@Resource_Works](#) on Instagram) or posts using the hashtag #NationalForestWeek or #SemaineNationaleDeLArbreEtDesForêts.
- Share National Forest Week 2023 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.
- Encourage individuals to think of what forests mean to them by using the hashtag #NationalForestWeek or #SemaineNationaleDeLArbreEtDesForêts.
- Let us know if your community/municipality is hosting an event via email (nfw-snaf@cif-ifc.org) and we will add it to the National Forest Week [events calendar](#).
- Download digital copies of our free promotional material for distribution ([promotional material](#)). A sample of our promotional poster is included below.

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

