



**Canadian Institute of Forestry**  
**Institut forestier du Canada**

Date: June 26, 2025

To:

Mayor Joan Atkinson  
1 Mackenzie Blvd, Bag 340  
Mackenzie, BC  
V0J 2C0

From:

Canadian Institute of Forestry  
P.O. Box 99, 6905 Hwy. 17 West  
Mattawa, ON P0H 1V0  
[www.cif-ifc.org](http://www.cif-ifc.org)

Dear Mayor Joan Atkinson,

This September, we are inviting municipalities across Canada to participate in National Forest Week (September 21-27, 2025).

This one-week campaign that takes place in 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 of this year is "Roots of Resilience: From Seed to Canopy". From time immemorial Canada's forests have anchored the economic, cultural, and environmental sustainability of communities. Science and innovation underpin healthy forests from inception to maturity, helping to enable economic innovation and mitigate and adapt to the ever-changing climate challenges (such as wildfires, forest pests/pathogens, species at risk) facing our forests.

Participating in #NationalForestWeek can be as simple as sharing posts and graphics on social media created by CIF-IFC using the hashtag #NationalForestWeek. Examples of how your community can participate are included on the next few pages.

Sincerely,

Ken Farr  
Interim Executive Director  
Canadian Institute of Forestry / Institut forestier du Canada (CIF-IFC)

## HOW TO PARTICIPATE IN #NATIONALFORESTWEEK 2025

- 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) or posts using the hashtag #NationalForestWeek or #SemaineNationaleDeLArbreEtDesForêts.
- Share National Forest Week 2025 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](mailto: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.

