



## **MOTHER EARTH DAY RETURNS FOR 2023, PRESENTED BY PENFINANCIAL CREDIT UNION**

**Free admission event celebrating the environment and sustainability on  
Saturday, May 13, from 10 am - 4 pm at Firemen's Park**

**NIAGARA FALLS, ON** - Mother Earth Day, presented by PenFinancial Credit Union and hosted by the Park in the City Committee, returns to Firemen's Park on Saturday, May 13, from 10 am until 4 pm (rain or shine).

The free admission event offers a free tree giveaway, environmental demonstrations, youth activities, earth-friendly vendors, food & drinks and fun for the entire family - an excellent opportunity for residents to come together to learn, interact, and celebrate positive environmental action. Visit [motherearthday.ca](https://motherearthday.ca) for a complete list of programming.

"PenFinancial Credit Union is excited to be once again the presenting sponsor of the City of Niagara Falls' Mother Earth Day," said Theresa Bird, CEO PenFinancial Credit Union. "This is a fantastic opportunity for the Niagara Falls community to come out and learn how to create a sustainable future – both right here in Niagara and beyond. Giving back to the communities we serve is at the heart of who we are, so we're honoured to be a part of this informative and fun community event celebrating Mother Earth."

**Some of the free, interactive activities include:**

### **Free Tree Giveaway**

The Park in the City Committee has prioritized engaging residents with an opportunity to do their part in enhancing the urban canopy. Funding has been provided to give away 500 native trees during the Mother Earth Day event starting at 11 am. Tree sizes will range from 1 to 3 gallons. Trees are reserved for City of Niagara Falls residents only and are limited to one per property. Trees will be given out on a first-come, first-serve basis. Photo identification will be requested.

### **Tree Planting Event**

A tree planting session will start at 11 am beside the Firemen's Park Amphitheatre to complement the various environmental activities. Twenty native tree species will be planted. Limited volunteer opportunities are available for this session.

### **Youth Activities**

Youth activities provided by Heartland Forest, the Mayor's Youth Advisory Committee, and the Niagara Falls Public Library will occur throughout the day. Activities are geared towards those ages two and over, including Niagara Falls StoryWalk, crafts, face painting, a scavenger hunt, a rideable kids' train and more!

### **Environmental and Wellness Demonstrations**

Interactive environmental and wellness demonstrations will start at 10 am and run every half hour until 3:30 pm. All demonstrations will last between 20 to 30 minutes and will include the following:

- Canadian Raptor Conservancy Birds of Prey
- Shawana Family Drum Native Plant Gardening
- Learning about Bee Hives with Rene Delaney from Small Scale Farms
- Qigong with Jerry Laan
- Window Sill Greens creation
- F45 Fitness
- The HeartMind Coach – Dianne Ellis
- NPCA (Niagara Peninsula Conservation Authority) Native Garden Planting

### **Vendors and Environmental Exhibitors**

The event will showcase a variety of environment-focused retail vendors as well as environmental exhibitors, providing educational opportunities for attendees.

To learn more, please visit [motherearthday.ca](http://motherearthday.ca).

### **About The Park in the City Committee**

A volunteer committee appointed by City Council. The Committee's mandate is to encourage environmental responsibility, and city-wide beautification, promote recreation and active transportation usage, and civic pride through community action. The Committee also advises City Council on issues regarding its mandate.

### **About PenFinancial Credit Union**

PenFinancial Credit Union is a truly local values-based credit union committed to improving the lives of its nearly 20,000 members and businesses. PenFinancial delivers a full range of financial services digitally and through a network of six branches across Niagara and Haldimand. Through their Truly Local Commitment, the credit union is a proud Certified B Corporation and Living Wage employer that invests a portion of its pre-tax profits into the communities it serves. PenFinancial is also pleased to choose 100% renewable energy with Bullfrog Power as part of its commitment to environmental sustainability. For more information, visit [penfinancial.com](http://penfinancial.com).

### **For more information, contact:**

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