

**For Immediate Release**

## **The Gift of Nature**

December 2, 2019 (Halifax) — At this time of year when gift-giving is top of mind, the Nature Trust is offering a unique way to honour family, friends and loved ones, with a truly meaningful, lasting gift—the ***Gift of Nature***. Just in time for Giving Tuesday, the Nature Trust is encouraging Nova Scotians to adopt a turtle or an acre of forest this year, for a meaningful gift that helps our troubled planet.

The Nature Trust's eco-friendly gifts provide a welcome refuge from holiday shopping stress, the Black Friday/Cyber Monday madness and the devastating impacts of relentless consumerism on the environment. Giving Tuesday ([givingtuesday.ca](http://givingtuesday.ca)) is a growing movement encouraging people to keep charities and charitable giving top of mind during the gift-giving season, causes like the Nature Trust.

The Nature Trust's ***Gifts of Nature*** make holiday shopping quick, easy and eco-friendly. They can be ordered online or by phone, and the Nature Trust will send the gifts directly to the recipients. No lines, no crowds, no waiting and no piles of unnecessary packaging.

Gift options include adopting an acre of forest or coastline for a friend, colleague or family member. Or helping to save critical habitat for wildlife by adopting a bird or a turtle.

The recipient is sent a beautiful, personalized adoption certificate, Nature Trust notecards matching the theme of the gift, and a letter highlighting the conservation work their gift will support.

The gift-giver receives a charitable tax receipt for the full value of the gift, and the knowledge that they have given a meaningful, lasting gift both to their friend or loved one, and also a gift to nature.

All funds raised go directly towards protecting Nova Scotia's unique and treasured wild places.

"Gifts of Nature are a great way to share your passion and concern for nature with the people you care about," said the Nature Trust's Executive Director Bonnie Sutherland. "And a perfect way to get kids thinking about nature and giving back to their community."

Celebrating its 25<sup>th</sup> anniversary, the Nature Trust has protected more than 14,000 acres of special places across Nova Scotia. The 114 protected areas entrusted to its care provide refuge for nature, and irreplaceable wild spaces for people to experience and explore nature too.

Every land conservation success depends on charitable donations from the community. With Gifts of Nature, Nova Scotians can help to protect our most special places, as a gift to the people they care about, to generations to come, and a gift to nature too.

For information on ***Gifts of Nature***, visit [www.nsnt.ca/giftsofnature](http://www.nsnt.ca/giftsofnature) or call (902) 425-5263.

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