



***For Immediate Release***

## **The Gift of Nature**

November 30, 2020 (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.

One of the shining lights in these troubling times has been nature. People are realizing more than ever, just how much nature matters. What better time to reach out to isolated friends and family with the Gift of Nature?

The Nature Trust's eco-friendly gifts provide a welcome refuge from holiday shopping stress, the Black Friday/Cyber Monday madness, the devastating impacts of relentless consumerism on the environment and the need for contactless, COVID-friendly gift-giving.

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. It arose as a counter movement, encouraging people to step back from the consumerism-heavy Black Friday and Cyber Monday, and instead to think about how they can give back and make the world a better place.

The Nature Trust's ***Gifts of Nature*** make holiday shopping quick, easy and eco-friendly. 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 or a whole wildlife family.

New this year, the entire Gift of Nature is electronic. The gifts can be ordered online and the donor receives an emailed link with a beautiful adoption certificate to personalise and send to their friends, family or colleagues, along with a letter highlighting the wonderful conservation work made possible by the gift. 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."

The Nature Trust has protected more than 16,000 acres of special places across Nova Scotia. The 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/gifts-of-nature](http://www.nsnt.ca/gifts-of-nature) or call (902) 425-5263.

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