



Media Advisory

The Highway of Heroes Living Tribute launches its tree planting campaign honouring Canada's fallen heroes

Toronto, Ontario, Canada – October 28th, 2015 – **The Highway of Heroes Living Tribute Project** is excited to launch the multi-year tree planting campaign to honour our fallen Canadian heroes with twin planting events.

When: November 6th, 2015 at 9:30 am at the Coroner's Office Complex, 25 Morton Shulman Ave, Toronto; & at 1:30 pm at the Passenger Terminal, 6 North Star Drive, CFB Trenton.

What: Tree planting ceremony to launch the campaign featuring trees planted along the Highway of Heroes. (401), known as the road of repatriation of Canada's fallen service men and women, the planting corridor starts at CFB Trenton and ends at the Coroner's Complex in Toronto. Native tree species planted in the corridor will include sugar maple, beech, white pine, white cedar and white spruce.

Who: Hon. Steven Del Duca, Provincial Minister of Transportation, Eleanor McMahon, Parliamentary Assistant to the Minister of Natural Resources & Forestry, MP Michael Levitt, York Centre, Mark Cullen, Trees for Life, Tony DiGiovanni, Landscape Ontario, Rob Keen, Forests Ontario, as well as members of Veterans Affairs, Wounded Warriors Canada, and past/serving members of the Canadian Armed Forces.

The newly planted trees will serve as a symbolic start to the reforestation efforts of the 401 and a vibrant, living tribute to Canada's fallen heroes.

Photography is welcome at the event and media may also request images by contacting scott@hohtribute.ca

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About HOHTribute

The Highway of Heroes Living Tribute is a project initiated by Trees For Life, the urban tree coalition. The project's goal is to plant 117,000 trees, one for every fallen Canadian soldier since confederation, along the Highway of Heroes, from CFB Trenton to the Coroner's Office at Keele Street/401 in Toronto. The Tribute works collaboratively with strategic partners Forests Ontario and Landscape Ontario. For more information visit www.hohtribute.ca

Media Contact

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