



Press Release

Launch of the Tree Nurturing Club – ‘You Plant, We Nurture’ National Environment Day, 04th June, 2021.

In achieving the noble goal of our Monarchs in keeping Bhutan’s position as a leading voice on forest conservation and climate action, the Bhutan Trust Fund for Environmental Conservation (BT FEC) and Snowman Race will be adopting and nurturing tree saplings which needs care after plantation.

In this effort to revive the saplings planted in the country, the BT FEC and Snowman Race would like to **PLEDGE** to nurture as many trees as possible and will formally establish a community club called the ‘**Tree Nurturing Club**’ with the theme “**You Plant, We Nurture**”.

Thus, to commemorate the 31st Birth Anniversary of Her Majesty The Gyaltshen, the BT FEC in collaboration with Snowman secretariat will formally accept first 31 members on 04th June, 2021. During the opening event, the BT FEC and Snowman secretariat will nurture tree saplings in Happiness Garden at Kuensel Phodrang, Thimphu. The inaugural event and the formation of the Club is being supported by the BT FEC.

More details, please refer this link :

1. **Membership**

The membership will be open and free and the members will comprise of private individuals and representatives from agencies and communities. The members primary role will be to help nurture the trees by clearing the weeds or bushes that have obstructed saplings from growing, dig soil and water saplings.

2. **Record**

The Snowman Race will create an Instagram and Facebook page to update on the total number of trees nurtured by individuals and agencies.

3. **Theme**

The theme of the Club is “You Plant, We Nurture”. And it is based on the importance of the trees, and lives without the trees. The Club shall maintain the idea surrounding the nurturing of trees and keep the momentum going throughout by sharing facts about trees through social media and other channels. For example, like the ‘*One Tree planted*’ facts about trees. Here is the link <https://onetreeplanted.org/pages/tree-facts>.

4. **Recognition**

Proposing to declare and honor as the “**Climate Hero**” by awarding “**You Plant, We Nurture**” **recognition certificate** to individuals and agencies with the highest number of trees being nurtured.