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News

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## **YOUTH PLANT TREES AT HOME AND RAISE HOPE ABROAD**

### ***U.S. MEMBERS OF JANE GOODALL'S GLOBAL YOUTH PROGRAM RAISE FUNDS TO HELP FELLOW MEMBERS IN TANZANIA ESTABLISH TREE NURSERIES***

JAN. 12, 2009—After a year of literally sowing seeds of hope, participants in the “ReBirth the Earth: Trees for Tomorrow” campaign—as part of Jane Goodall’s global Roots & Shoots youth program—have something to celebrate this new year:

**Raised: \$16,415 (USD)**

**Planted: 3,550 trees**

The youth-initiated and youth-led campaign blew the top off of its tree-planting and fundraising goals, which were to raise \$10,000 (USD) to fund the establishment of five long-term Roots & Shoots tree nurseries in Tanzania, while planting 3,000 trees in the United States. With support from Animal Planet and the National Arbor Day Foundation and led by Campaign Chairperson Bryan Lairmore, campaign organizers called on young people across the United States to *Panda Miti* (Swahili for “plant trees”) and to gain sponsorships for every tree planted.

Now, Roots & Shoots members in Tanzania are reaping the rewards of the campaign, as students from three schools in Moshi, near Mount Kilimanjaro, have put 1,351 seeds into sprouting beds. Meanwhile, in the Morogoro region, young Roots & Shoots members began bedding seeds this month, hoping to have 10,000 seedlings ready for planting by year-end. As the youth work to establish the tree nurseries, they’re learning about local tree species and sustainable growing practices.

“I invited my friends from Mbete to join Roots & Shoots, so that we can strengthen our efforts to protect the environment, help our animals and enjoy the natural habitat,” said Ramadhani Ngoma, 24, a Roots & Shoots member in the Morogoro region. “I have always been interested in the environment, and I never knew where I could join. Now I’m so happy to be involved with Roots & Shoots—it’s the best place for me to follow my dreams.”

The ReBirth the Earth campaign started in 2006, after 10 Roots & Shoots Youth Leaders from the United States traveled to Tanzania as part of the Roots & Shoots Youth Immersion Experience.

“While there, we joined local Roots & Shoots groups in planting trees and learned about a true need for more nurseries in Tanzania,” said Bryan, who is also a member of the Roots & Shoots California Youth



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Leadership Council. “We asked if there was a way to connect Roots & Shoots-Tanzania to our annual youth campaigns. With great excitement, Tanzania staff replied that they would love to be able to increase the number of tree nurseries and provide members with opportunities to plant more trees.”

The “ReBirth the Earth: Trees for Tomorrow” campaign was born.

“This is a fantastic and exciting campaign, because it is completely conceived, organized and implemented by our Roots & Shoots young people,” said Dr. Goodall. “These youth are gaining the worldly knowledge and practical skills to make a real difference in their own communities and in the communities of their new-found friends in Tanzania.”

The U.S. campaign participants’ actions were creative and inspiring. A Roots & Shoots group near Baltimore, Maryland, organized a music concert series to raise the funds to buy trees and donate to ReBirth the Earth. Two young girls from Santa Barbara, California, raised a whopping \$2,600 (USD) for the campaign.

Their tree-planting efforts will contribute to:

- Establishing a hub for sustainable forestry and conservation education in Tanzania.
- Generating income to support Roots & Shoots activities throughout Tanzania.
- Offsetting pollution levels in both the United States and Tanzania.
- Increasing habitat for animals in both countries.
- Providing human communities with recreation and wilderness areas in both countries.

For complete campaign information, visit [www.rootsandshoots.org/campaigns/trees](http://www.rootsandshoots.org/campaigns/trees).

#### **About the Jane Goodall Institute**

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall’s pioneering research of chimpanzee behavior—research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and the Roots & Shoots education program, which has groups in almost 100 countries.

#### **About Roots & Shoots**

Founded in 1991 by Dr. Jane Goodall and a group of Tanzanian students, the Roots & Shoots program is about making positive change happen—for our communities, for animals and for the environment. With tens of thousands of young people in almost 100 countries, the Roots & Shoots network connects youth of all ages who share a desire to create a better world. Young people identify problems in their communities and take action. Through service projects, youth-led campaigns and an interactive website, Roots & Shoots members are making a difference across the globe.

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