



A generous donation has been made in your honour to the *Highway of Heroes Tree Campaign*. This gift has a threefold benefit: you are honouring our military, cooling the environment and beautifying the most travelled highway in North America.

We're now working more than ever with landscape architects to create inspired designs for our highway plantings. With your help, we are adding to the hundreds of thousands of trees we have already planted along the Highway of Heroes.

Meanwhile, a little further from the highway, our volunteer planting events are educating Canadians about the benefits of reforestation, the importance of native trees, and why, as a nation, we need to embrace measures that protect the environment. We believe that those who serve in our military protect our land and our freedom and that we are obliged to protect what they have fought for.

In total, 2 million trees will be planted in honour of all Canadians who've served in times of war. Once completed, a journey along the highway will be truly inspirational and the commemorative significance will be apparent to all. Thank you for being an important part of the transformation.

Sincerely,

Mark Cullen
Co-Founder and Project Lead

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