



Parc Downsview Park  
Canada

*Downsview Park Foundation*  
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## Media Release

FOR IMMEDIATE RELEASE

### Twining event will see trees planted in federal park in Toronto and forest in Israel

Lisa Hastings-Beck  
Director, Public Affairs & Communications  
Directrice affaires publiques et  
communications  
Tel.: 416-954-0040  
E-mail: lhastings@downsviewpark.ca

Josh Cooper  
Jewish National Fund of Canada  
Tel.: 416-638-7200, ext. 26  
E-mail: josh.cooper@jnf.ca

[www.jnf.ca](http://www.jnf.ca)

Parc Downsview Park Inc.  
1-35 Carl Hall Road  
Toronto ON M3K 2B6  
Tel.: 416-952-2222  
Fax: 416-952-2225

Parc Downsview Park Inc.  
1-35, chemin Carl Hall  
Toronto (Ontario)  
M3K 2B6  
Tél.: 416-952-2222  
Télééc.: 416-952-2225

[www.downsviewpark.ca](http://www.downsviewpark.ca)

Toronto, ON. August 26, 2009 - Jewish National Fund (JNF) and Downsview Park Foundation are pleased to announce that due to the overwhelming success of their inaugural “Twining Program” on June 17, 2009, they will be hosting a fall “Twining Program Community Event” on Sunday, September 13, 2009 from 1 p.m. to 4 p.m. at Downsview Park.

“As our second event together, JNF is proud to be working with the Downsview Park Foundation,” said Nathan Disenhouse, Chair, JNF. “Our goal is to build bridges of sustainability with the planting of trees for generations to enjoy.”

This event will give children and families in the GTA the unique opportunity to plant their very own seedling trees at a minimum pledge of \$36 per tree. For each tree planted at Downsview Park, a tree will also be planted at Yatir in Israel. A special area has been designated in both the Toronto Community Forest at Yatir and in the Canada Forest of Downsview Park to accommodate the trees, which will be planted. Recognition will be accorded to those making substantial gifts and a special certificate of appreciation will recognize all donations. Or just come and enjoy a picnic in the Park.

“The Downsview Park Foundation is excited about this great opportunity for stewardship in the Park,” said Rina Camarra, Chair, Downsview Park Foundation. “We hope that more community organizations will see the opportunity of building their own Downsview Park.”

This event is the second in a series of many, all to support this important ecological initiative. The founding of this joint venture is based on the friendship and solidarity between Canada and Israel. The “Twining Program” highlights the shared values of Canada and Israel with respect to the environment.

“The contribution of the Jewish National Fund and the Downsview Park Foundation has been a winning combination for Parc Downsview Park Inc.,” said Tony Genco, President and CEO, Parc Downsview Park Inc. “The building of the Canada Forest and the Toronto Community Forest in Israel has truly made Downsview Park a cultural force for the future.”

More details can be obtained by visiting the JNF and Downsview Park Foundation Twinning Page on Facebook or by following JNF Toronto on Twitter.

### **About Jewish National Fund**

Since 1901, JNF has utilized its world-renowned expertise to plant more than 240 million trees in Israel, transforming 250,000 acres of arid land into sustainable forests. These trees have absorbed an estimated 110 million tons of carbon from the atmosphere. JNF also leads the world in water desalination and purification techniques and organizes international conferences on desertification and arid land management.

### **About Downsview Park Foundation**

The Downsview Park Foundation is a registered charitable organization dedicated to assisting in the development of Downsview Park in achieving its potential. A group of volunteers established the Foundation independent of Parc Downsview Park Inc., to heighten awareness of the important work they must do on the lands to achieve Downsview Park's mandate for all Canadians on a self-financing basis.

### **About Downsview Park**

Formerly a military base (CFB Toronto), Downsview Park was established by the Government of Canada, stipulating that the land be developed as "a unique urban recreational greenspace for the enjoyment of future generations." Parc Downsview Park Inc. (PDP) is self-financing, independent of government funding and is being designed to support environmental, social and economic sustainability. Of its 572 acres, 365 acres are committed to public open space and recreational use. Downsview Park engages the public through its year-round seasonal, cultural and special events, and educational and recreational programs. It is also home to the Downsview Park Sports Centre. These features promote and broaden awareness of the significant historical, environmental and cultural characteristics that make Downsview Park unique. Over 1.2 million visits annually continue to establish Downsview Park as a *unique park for all people and a modern park for all seasons*.

**FOR FURTHER INFORMATION, PLEASE CONTACT THE EXECUTIVE DIRECTOR OF JNF, MR. JOSH COOPER AT 416-638-7200, ext 26.**

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