

# Media Release

## Get 2017 off to a good start with a pledge to #loveouraussieland

**1 December 2016:** It's that time again – time to set goals and resolutions aimed at bettering yourself in the new year. Millions of Australians will be resolving to improve their health, give back to their communities, or spend more time with family as they head into 2017.

Why not pledge to do one of these things, but at the same time actively give back to the land and water that sustain us?

Landcare Australia's pledge campaign to #loveouraussieland is looking for dedicated Aussies to make one of six pledges and take action for our beautiful and unique Australian environment before it's too late, while at the same time working towards personal goals for the new year. To make your pledge, go to [www.loveouraussieland.org.au](http://www.loveouraussieland.org.au) today!

Pledging to support our farmers by buying fresh and local helps you get healthier and become more connected to the food you nourish your body with, while the simple act of pledging to plant a tree can have a broad impact, keeping you healthy, happy and part of something meaningful.

Pledging to volunteer your time and give back to your community keeps you active and is a chance to contribute to society in a positive way and get in touch with a deeper sense of purpose. Pledging to start a veggie patch or native garden allows you to fully appreciate where your food comes from – while having fun, keeping healthy and active, and burning calories at the same time!

Whatever you pledge to do in 2017, each small action will bring us one step closer to having a healthy Aussie land for future generations. Our goal is to have at least 20,000 Australians who #loveouraussieland and make a pledge to give back in 2017 by doing one of the following:

- **Volunteer time** – at a local nursery, park or Landcare group
- **Plant a tree** – in your school, home, work or local area
- **Support our farmers** – buying your food from the market or direct
- **Start a veggie patch** – in your school, home, workplace or local community
- **Start a native garden** – in your school, home, work or local community
- **Take a small action for the environment** – whatever small action you want to do

One of the most frustrating parts of keeping a New Year's resolution is holding yourself accountable—there are studies that suggest only around 8 percent of people actually keep their resolution!

That's where Landcare Australia comes in – we will stay in contact with you on text or email to help keep you motivated and suggest ways you can keep to your pledge, as well as offering other tips and tricks to hold yourself accountable. You can even invite a friend or family member to do a pledge with you, and you will both be entered to win a sky diving experience for two!

For further information or to make your pledge, visit [www.loveouraussieland.org.au](http://www.loveouraussieland.org.au).

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**For more information, please contact:**

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**About Landcare Australia**

Landcare Australia is a not-for-profit organisation with a vision of all Australians actively caring for the land and water that sustain us. For over 25 years, Landcare Australia has worked collaboratively with federal, state and local governments, corporate partners and sponsors, and individuals, to build capacity for the Landcare community to better manage Australia's crucial land and water assets. Landcare Australia delivers hundreds of projects annually through the volunteer efforts of local community groups, indigenous groups, and the more than 5,400 Landcare and Coastcare groups that make up the Landcare movement.

[www.landcareaustralia.org.au](http://www.landcareaustralia.org.au)