

MEDIA RELEASE – 16 OCTOBER 2024

Making an Impact: Tourism Noosa's Biannual Tree Planting Success

This week, the Noosa Biosphere Trails in Cooran became a hub of environmental action as participants gathered for Tourism Noosa's biannual Tread Lightly tree planting events.

On Monday Tourism Noosa members including event organisers of the Noosa Triathlon (Ironman), Noosa Open Studios, and the Wild Woman Adventure Race planted 500 native trees along Tablelands Road, a vital area located on the Noosa Biosphere Trail between Kin Kin and Cooran.

On Tuesday an impressive turnout of 30 staff members from RACV Noosa Resort, joined the effort to plant another 500 native trees. This initiative significantly contributes to local revegetation efforts, providing essential shade for walkers, controlling erosion, and enhancing koala habitats.

RACV Noosa Resort Manager, Darren McClenaghan said "Our team of volunteers had a fantastic morning, enjoying some team bonding while also connecting with nature, which has a positive impact on health and well-being. This is a fantastic initiative coordinated with Tourism Noosa and Noosa Landcare, demonstrating how tourism can give back to both the community and the environment".

Since its inception in 2019, the Tread Lightly campaign has achieved notable results: 6,799 trees planted, \$82,284 raised, and over 843 tonnes of carbon sequestered over the trees' lifetime. The events are made possible through our ongoing partnership with Noosa & District Landcare, and we are grateful for their continued support.

A heartfelt thank you to all participants and volunteers for helping make these events a resounding success! Together, we are making a meaningful impact on our environment and working towards a more sustainable future for Noosa.

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