**EMBARGOED: 00:00 Monday, June 22 2020**

**Crowd Fundraiser Launched After Surge of Love for Nature**

**A new fundraising campaign is being launched this week (June 22) to bring more nature into the streets of Brighton and Hove.**

The campaign, which aims to plant 1,000 new trees in the City, is part of the successful Plant Your Postcode initiative which was launched by The Countryside Charity, CPRE Sussex last year.

The new Fundraiser, which goes live today (June 22), aims to raise £2000 to help the City’s community groups plant more trees to increase habitat for nature and to improve health and well-being.

‘Trees have an enormous value to the environment and our well-being,’ says CPRE Sussex’s Penny Hudd. ‘They provide shade, help regulate the microclimate, support wildlife, reduce air pollution and improve our own mental health and happiness.’

‘A tree can support hundreds of species of insect and other wildlife; for example, a mature oak tree will support 280 different species of insect.’

Due to disease, budget cuts and climate change, Brighton and Hove’s urban trees have been in decline for many years.

‘We cannot take our trees for granted,’ says Penny. ‘Our urban forest is slowly diminishing and our aim is to halt and reverse this decline because the city is now in real danger of losing its leafy legacy.’

Recent CPRE figures show that more than two thirds of people in the South East (68%) believe that protecting and enhancing greenspaces should be made a higher priority after the lockdown.

CPRE Director, Kia Trainor says the lockdown has helped people to appreciate and value the natural world around them and hopes that environmental projects like Plant Your Postcode will benefit.

‘There has been a real surge of love for nature during lockdown,’ says Kia. ‘In Brighton and Hove our street trees are a central part of this – they mitigate climate change, they provide cooling on hot days with shading and they provide a home for wildlife. They are also really good for mental health and well-being.’

The new Crowdfunder can be found at this link from 9am Monday June 22:

<https://www.crowdfunder.co.uk/brighton-and-hove-tree-lovers---we-need-you?tk=58ebb2360eb9160aa85b3e70efbd620e2c4e00ba>

‘Any contribution you can make, big or small, will make a difference,’ says Penny.

**Notes for Editors**

**For More information please contact:**

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