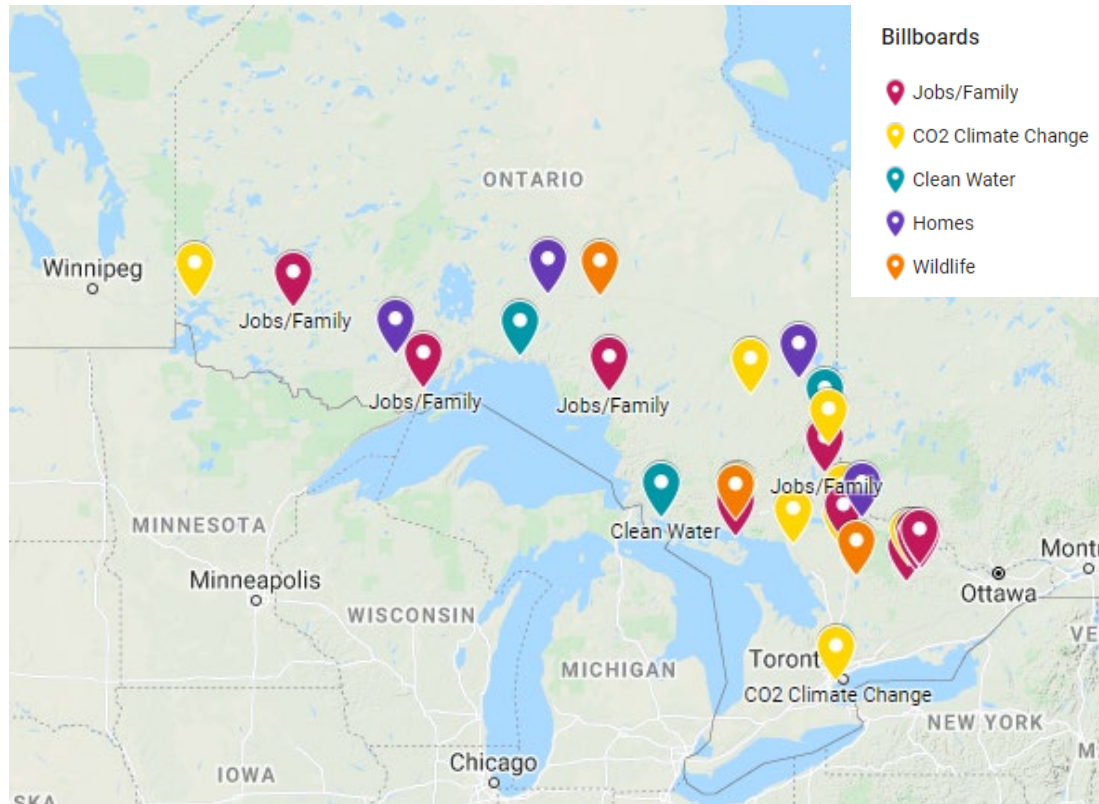


#ItTakesAForest

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Distribution of ITAF billboards



Link to map: <https://www.google.com/maps/d/viewer?mid=1pr-gAiOlhjjB-mhZJClted2f15V1waL&hl=en&ll=47.72118638717235%2C-85.05475057470613&z=5>

Starting in 2016, Forests Ontario has worked with local partners to develop the It Takes A Forest (ITAF) initiative – a collaborative of local, like-minded individuals and organizations with the common goal of providing the public with unbiased, factual information on Ontario's Forest resources. It now has expanding cross-province to a billboard network of 30 signs and support from over 40 organizations.

Why ITAF Billboards works:

- Fact-based messaging is used to build awareness for sustainable forestry in Ontario
- Billboards directly address misconceptions of forestry
- The messaging is proactive, positive, and easy to understand
- The messaging encompasses a range of consistent, publicly accessible forestry topics – from wood products to green jobs and wildlife
- Billboards, use eye-catching, user-friendly graphics

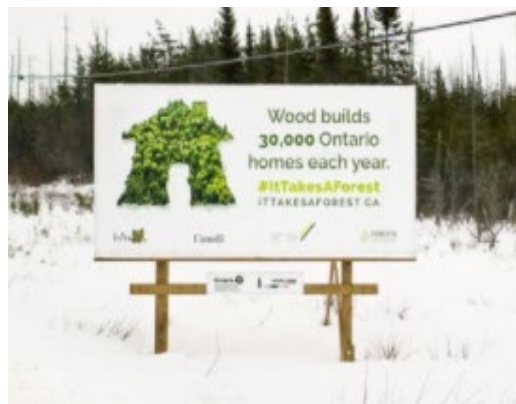
Billboard Message

Billboard	Message
CO2	Wood products /Sustainable Forestry help fight climate change
JOBS/FAMILY	Forestry supports 180,000 jobs across Ontario
HOMES	Wood builds 30,000 Ontario homes each year
WILDLIFE	Sustainable forestry helps wildlife thrive
WATER	Healthy forests keep water clean

Funding

FedNor (FedNor is the Government of Canada's economic development organization for Northern Ontario) has provided financial support covering 75%, up to maximum of \$3,750 per billboard to establish 24 billboards across Northern Ontario by March 31,2022 .

Example, Billboard costs \$5,000, Fednor covers \$3,750 (75%), and the sponsor/partner covers \$1,250 (25%).



HOMES



CO2



JOBS/FAMILY



WATER



WILDLIFE

**Billboard dimensions are 8 feet (height) x 16 feet (width)

* Wildlife is 10 feet (height) x 12 feet (width)

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