

Dear everyone,

2017 was a tough year for Georgian ecology. **Wildfires destroyed 10 million m<sup>2</sup> of forest.** The damage is enormous, but it doesn't mean we can't still do anything about it.

**Let's start a new Christmas tradition to save the forest!**

Christmas is all about traditions, and we want to start a new one with you - while you're busy decorating Christmas trees at home and at your offices, let's plant a real fir tree where we need it the most.

**Plant a real Christmas tree where we need it most!**

<http://borjomistvis.ge/business> is where you join in the cause. With a couple of clicks you could place a bulk order on behalf of your company and coworkers, and plant actual fir trees in Borjomi area. Treepex, ecology startup based in Tbilisi, will take care of all the work and help you track growth of your own personal forest through their website.

Go ahead! Plant a tree this Christmas and join us in rebuilding the destroyed forest. Can you imagine a better gift to the environment?

Merry Treesmas!

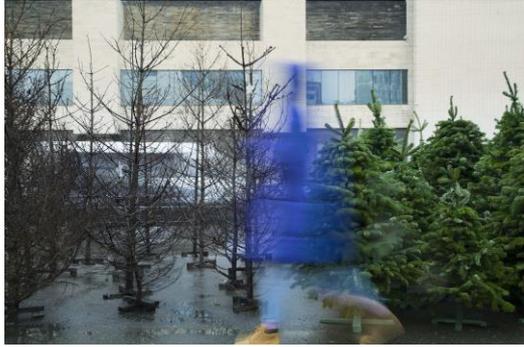
Best wishes

From Treepex & Leavingstone

PRESS RELEASE

**Georgian creative agency exhibits burned Christmas trees as a jarring reminder of natural catastrophe**

**#MerryTreesmas** campaign goes viral encouraging millions of Georgians to rebuild the forest this Christmas



**Tbilisi, 27 December 2017** - Wildfires destroyed 10 million square meters of forest in the Borjomi-Kharagauli National Park in Georgia in August 2017. For a country with a severe [air pollution problem](#), the impact of this damage is enormous - but creative agency Leavingstone decided to take matters into their own hands this Christmas.

To remind people in Georgia about the catastrophe, and to encourage them to take action to heal the forest, Leavingstone created an experiential activation to take the public by surprise when they were out buying their Christmas trees. The agency created a disturbing sight by exhibiting burned and charred trees next to the traditionally perfect seasonal trees at the hugely popular annual Christmas fair in the centre of capital Tbilisi.

The public was first surprised and then encouraged to log onto [merrytreesmas.com](#) and sponsor their own fir tree in the damaged area - at the very same time as buying their own Christmas tree for at home. Leavingstone worked with ecological startup Treepex, an organisation that will plant a new Christmas tree and will track and display its growth.

To get wider reach, ornamental trees made out of ash were designed, packaged and distributed to the most important journalists and key influencers to encourage them to write about the campaign. And as of Christmas Day it went viral



#MerryTreesmas is supported by a website, social campaign and a Facebook video.  
[www.merrytreesmas.com](http://www.merrytreesmas.com)

Watch the Facebook video here <https://youtu.be/uvgDkMtrM6Q>

## #MerryTreesmas

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Special Thanks to Influence Georgia



