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### **World Rainforest Day Reaches Audience of 7.5 million in Second Year**

**Austin, Texas:** On June 22, the world came together on the second annual World Rainforest Day to celebrate and appreciate rainforests, to learn more about them, to understand the ways they are challenged, and how all of us can help. With engagement from forty-five countries, individuals and organizations from around the world shared the importance of rainforests using powerful visuals and text with the unifying hashtag #WorldRainforestDay. Many infographics and images developed by Rainforest Partnership, creator and facilitator of World Rainforest Day, circulated across Twitter, Facebook, and Instagram to educate and inspire the masses to stand up for rainforests.

The World Rainforest Day call-to-action was shared with nearly 7.5 million people this year, more than tripling the 2017 audience. In collaboration with 47 partner organizations from nine countries across five continents, World Rainforest Day raised awareness and encouraged individuals to join together in protecting one of the planet's most precious resources, our rainforests. With hundreds of posts from individuals, major rainforest organizations, and notable groups like National Geographic and the Leonardo DiCaprio Foundation, this conversation sparked millions to realize protecting rainforests is an urgent global priority.

From Australia to Europe, from Africa and Asia, Latin America to Canada, and in the U.S, the World Rainforest Day platform was utilized by organizations for a wide array of environmental activism and advocacy. Organizers in Australia used World Rainforest Day as a way to activate school children to write their health ministers asking for [transparent palm oil labeling on food products](#). Amazon Watch utilized the day to launch a popular [campaign](#) to shed light on the life-threatening risks indigenous peoples face simply to defend their rainforest homes in Ecuador. In Wales, the organization Size of Wales attached World Rainforest Day to their nationwide campaign called [Go Green Day](#), which fell on the same day, to spread climate change awareness and raise funds for forest projects across Africa and South America. This is only a snapshot of the numerous ways individuals and organizations worked in unison to protect our world's rainforests, and therefore, our future.

This monumental wave of rainforest advocacy on World Rainforest Day will build upon the work being done by environmental organizations all year long across the globe to conserve precious rainforests and protect our planet from devastating climate change, for now and all of time.

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***About Rainforest Partnership:*** Rainforest Partnership is an international non-profit based in Austin, TX that works directly with rainforest communities to protect and regenerate tropical rainforests. To learn more about Rainforest Partnership, visit [www.rainforestpartnership.org](http://www.rainforestpartnership.org).