

Fascination of Plants Day May 18th 2012



The first international “**Fascination of Plants Day**” will be launched under the umbrella of the **European Plant Science Organisation (EPSO, www.epsoweb.org)**. The goal of this activity is to get as many people as possible around the world fascinated by plants and enthused about the importance of **plant science** for agriculture, in sustainably producing food, as well as for horticulture, forestry, and all of the non-food products such as paper, timber, chemicals, energy, and pharmaceuticals. The role of plants in environmental conservation will also be a key message.

Everybody is welcome to join this initiative!

We invite you to organize for the 18th of May 2012 a fascinating activity related to plants attracting and interacting with the public. Just contact your **National Coordinator** or the overall Coordinators (see reverse side) to discuss and get access to all the supporting materials for the Fascination of Plants Day.



We invite many others to join this initiative – anyone who would like to contribute to the **Fascination of Plants Day** is welcome to join in, ranging from schools to horticulture, research institutions to the media.



Many plant science institutions – universities, institutes, botanical gardens and museums, together with farmers and companies, have already announced that they will open their doors, with a variety of plant-based events for all the family. Also, the media are invited to join in, and scientists, farmers, politicians and industrialists will discuss with them and present the latest state-of-the-art research and breakthroughs in the plant science world and explore all of the new potential applications plant science can offer.

The Fascination of Plants Day will be backed up by a range of events in public spaces, theatres, cafes, central city squares and parks designed to get everyone thinking about plants.



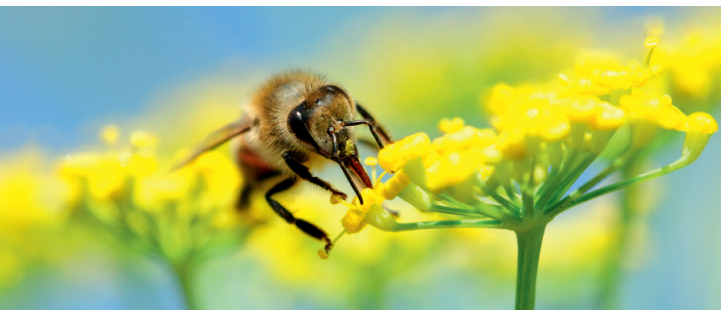
Please contact us to become a sponsor of the Fascination of Plants Day:
epsomail.org



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Plants are fascinating. From one little seed, planted into soil, many green lives can arise – from small herbs up to big trees, or from ornamental flowers to substantial crops which all animals and mankind need to **survive** on this planet. Plant biologists estimate the total number of plant species roughly to be about 250,000.

On the back of this coordinated activity we hope to plant many virtual and constantly germinating seeds in the collective mind of the European and World Public that **plant science** is of critical significance to the social and environmental landscape now and into the **future**.

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Fascination of
Plants Day

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