



Press Release

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Fascination of
Plants Day
May 18th 2017

Join the International "Fascination of Plants Day" on May 18th 2017

Plants are unique organisms. They can produce sugars just from sunlight, carbon dioxide and water. This ability to directly synthesize their own food has enabled plants to successfully colonise, adapt to, and diversify within almost every niche on the planet. Biologists estimate the total number of plant species to be about 250,000. Plants are the primary producers of biomass providing animals and mankind with food, feed, fiber, medicine, chemicals, energy, purified air and an enjoyable landscape.

Now the **fascinating world of plants** will be in the spotlight: to highlight the importance of plants and plant sciences, the European Plant Science Organisation (EPSO www.epsoweb.org), invites you to celebrate the fourth Fascination of Plants Day on and around May 18th 2017. For that purpose, scientific institutions, universities, botanical gardens and museums, together with schools, farmers and companies will offer a variety of plant-based interactive events and activities for all interested people from toddlers to grandparents.

The Fascination of Plants Day (FoPD) was first launched in 2012, followed by FoPDs in 2013 and in 2015 at which over 960 events were organized by over 590 institutions from 56 countries world-wide attracting many thousands visitors. This coordinated activity aims to plant virtual and constantly germinating seeds in the collective mind of people recalling that plant science is of critical significance to social, environmental and economic issues on our Earth today and in future. To date, already over 40 countries worldwide confirmed joining in the FoPD 2017 and the number is growing. **Join in and offer activities at your or other facilities or participate as a visitor!** All information about this initiative can be accessed at www.plantday.org and is supported by a network of national coordinators who voluntarily promote and disseminate the activities within their countries.

Would you like to contribute to the Fascination of Plants Day? Welcome! Contact your National Coordinator (at www.plantday.org under "countries") or the EPSO Coordinators (see contacts) to discuss and access the supporting materials for the FoPD. The media are also welcome to participate: scientists, farmers, politicians and entrepreneurs are happy to discuss, interact and present the latest state-of-the-art breakthroughs in the plant science world and explore all of the new potential applications plant sciences can offer. The FoPD covers all plant related topics including basic plant science, agriculture, horticulture & gardening, forestry, plant breeding, plant protection, food & nutrition, environmental conservation, climate change mitigation, smart bioproducts, biodiversity, sustainability, renewable resources, plant science education & art.

Images available at www.plantday.org/pr-toolbox.htm

Contact the Global Coordinators: [Trine](mailto:Trine.Hvoslef-Eide@ulb.no)

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