



*April is World Landscape Architecture Month*

**Celebrate Landscape Architecture in Canada**

***Promoting Landscape Architecture in Your Community***

During **April** landscape architects in Canada will join with their colleagues around the world to celebrate **World Landscape Architecture Month!** As the national association representing close to 1,600 landscape architects, the Canadian Society of Landscape Architects (CSLA) is pleased to join with our Provincial/Territory/Regional component organizations, Schools of Landscape Architecture, and our members to celebrate our work and our profession. The month of April encompasses **Earth Day on April 22<sup>nd</sup>** as well as the **April 27<sup>th</sup> birthday of Frederick Law Olmsted**, who founded the landscape architecture profession in America. To recognize this milestone for our profession, we are encouraging each of you to ***Celebrate Landscape Architecture in Canada.***

Here are some **suggestions how you can celebrate** our profession by **promoting landscape architecture** in your community. As you will discover, there are **no limits** to the possibilities **for celebrating landscape architecture** with your communities, clients, colleagues, family, friends and neighbours!

**CELEBRATING LANDSCAPE ARCHITECTURE AT WORK AND AT PLAY:**

- Organize a **public walking tour** of local public buildings, homes, parks, conservation areas, and other landscapes to show examples of how landscape architecture benefits your community.
- Have your landscape architecture business **sponsor a local amateur sports team or sports tournament** as a way of promoting both the profession and your business.
- Stage an **office “open house”** to celebrate landscape architecture in your community. This will give local landscape architects the opportunity to mix and mingle with other professionals in related professions, potential clients, local business and community leaders.
- Hold a **pizza party** for students at your local university or college so students in landscape architecture and other related studies can learn from practicing landscape architects about what it is like to work in the profession.
- Stage free **garden and home design workshops** open to the public in cooperation with local horticultural and green environment businesses. During these workshops you can show that residential landscape architecture represents an excellent investment in home improvement.
- Organize a series of lunchtime or after work **continuing education seminars** on emerging topics in landscape architecture for local landscape architects.

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- Create a **landscape architecture display** to promote the profession as well as your business at local gardening, home improvement and real estate shows.
- Hold an **exhibition of project models** produced by local landscape architects at your local art gallery or museum. Posters, photographs, films, and seminars about these projects can be used to supplement the models' display.

#### **CELEBRATING BY HELPING OTHERS LEARN MORE ABOUT LANDSCAPE ARCHITECTURE:**

- Ask your municipal council to adopt a **proclamation marking International Landscape Architecture Month** in your community. Ensure the proclamation cites examples of how landscape architecture has made your community more beautiful and more livable.
- **Meet with local opinion leaders** like journalists, politicians, and community association leaders to inform them about the benefits of landscape architecture and the services offered by your business.
- Write a **letter to the editor** or do an **op-ed article** about the social and economic benefits of landscape architecture for your local newspaper.
- Participate as a landscape architect guest expert on a **local radio or community television talk show**
- Volunteer to participate at **"Careers Fair" at your local school** to let the potential landscape architects of tomorrow know about the profession today. You don't have to limit your participation to a speech or a Power Point presentation. Talk with the school principal or guidance councillor about the possibility of doing **landscape architecture projects with students** to show them how the profession works. One possibility is to have students design their school playground. Another possibility for elementary students is to have them create a Green Roof. With high school students you could conduct an analysis of their neighbourhood's conduciveness for walking and cycling.
- Give a **speech** to a community group like the Lions or Kiwanis. Tell your audience how landscape architecture shapes our daily lives by helping protect the environment, beautify community facilities and make them more functional.
- Donate a **book on landscape architecture** or a **subscription to the CSLA's Landscapes/Paysages magazine** to your local public library or school guidance office.
- Stage a **public discussion** of a topic or project that shows how landscape architecture relates to the environment or green urbanism. For example, you could organize a showing of Al Gore's *An Inconvenient Truth* movie to be followed by a discussion with a guest speaker on landscape architecture's impact on global warming.

#### **CELEBRATING BY SETTING AN EXAMPLE IN YOUR COMMUNITY:**

- Organize landscape architect participation in a **tree planting** or a **clean-up campaign** in your local park or along a riverbank in cooperation with your municipality and its community associations. Aim to hold your event in conjunction with Earth Day on April 22<sup>nd</sup>.
- Create a team of landscape architect practitioners and students to participate in **food bank drives** and in **walkathons, sports tournaments and other charity fundraising events**.
- Offer a **volunteer work opportunity** in your landscape architecture office to local high schools to help students meet volunteer hour requirements to obtain their diplomas.

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- Donate **the design of a specially designed playground facility** that is accessible to all children regardless of physical ability to your local park or school playground. Once the facility is installed, stage an event celebrating inclusionary playground design that provides a place where children of all abilities play together to help raise awareness about landscape architecture and how it affects our lives.
- Serve as a **mentor to a student** who is studying landscape architecture. Contact your local high school principal or guidance councillor to volunteer to be a mentor to students who may be considering landscape architecture among their career options.

Visit [www.csla.ca](http://www.csla.ca) to **learn more** about **World Landscape Architecture Month**. By visiting the CSLA web site you can:

- **promote** your Landscape Architecture Month event on our calendar of events;
- download **CSLA's LA Month PowerPoint presentation** on Landscape Architecture; and,
- download the 2010 Landscape Architecture Month poster.

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