



April is World Landscape Architecture Month

FACT SHEET

What?

April is World Landscape Architecture Month (WLAM)!

Canadian landscape architects have been celebrating World Landscape Architecture Month since 2008, bringing local and national recognition to landscape architecture during the month of April.

The International Federation of Landscape Architects (IFLA) inaugurated the event in 2006 after a suggestion from Canadian Landscape Architects. Since then, IFLA and its member associations around the world join annually in celebrating this month. **April is the time to celebrate the profession of landscape architecture, and to highlight national and global issues where landscape architecture makes a difference.**

When?

Every April Canadian landscape architects join their colleagues around the world to celebrate our profession. April is notable for Earth Day (April 22nd) and the birthday of Frederick Law Olmsted (April 27th), founder of the landscape architecture profession in North America. It's a perfect month to share our profession and reach out to our communities.

Who?

World Landscape Architecture Month is all about you! As ambassadors in every community in Canada, there is a role for every component organization, landscape architecture firm, school of landscape architecture, and individual member to use April as a platform to bring recognition to the profession.

The CSLA-AAPC has developed the World Landscape Architecture Month (WLAM) program in partnership with our provincial and territorial component organizations, including the WLAM tools that are available to you through the CSLA-AAPC website (csla.ca) or your component organization.

Why?

The contributions that we as landscape architects provide to our country deserve to be recognized!

The Purpose of the CSLA-AAPC WLAM program is to provide resources to:

- *bring local and national recognition and awareness to the profession, Landscape Architects, and works of landscape architecture in Canada;*
- *encourage public participation and interest in events and activities related to landscape architecture; and,*
- *encourage people (particularly young people) to consider a career in landscape architecture.*

Where?

Every region, province or territory; every individual or group; and every facet of our profession (public, private and academic) is encouraged to organize an event in April to celebrate WLAM in their community. These efforts benefit us all in many ways. The CSLA-AAPC has developed a list of suggested activities on our website to help you begin to plan your own event.

How?

The WLAM program is delivered by you as a member, for your benefit and the benefit of all communities in Canada. Our WLAM tools, available through the CSLA-AAPC website or your component organization, include:

- CSLA-AAPC Website (csla.ca - general information and access to digital resources)
- WLAM Poster (a yearly competition)
- WLAM Logo (for consistency in branding) to be used in combination with local organization logos
- WLAM PowerPoint (highlighting the profession across Canada)

- WLAM Press release templates (model releases to help you publicize your events)

The goal of the CSLA-AAPC WLAM program is to publicize at the national level what YOU do for this month, and to share your activities with other areas so that they might build upon your success. We welcome you to send us information on your local events to include in our national press releases, online calendar, and members Bulletin. Contact us at info@csla.ca