

True colours

Winter 2011

"To enable pōhutukawa and rātā to flourish again in their natural habitat as icons in the hearts and minds of all New Zealanders."



Welcome to the Winter edition of the Project Crimson newsletter, True Colours. In this edition we will hear from the 2011 Tremendous winners, catch up with Āta Rangi Vineyard and reveal some exciting Project Crimson planting events still to come this year.

Āta Rangi and Project Crimson serve up a special course for *Wellington on a Plate*

Project Crimson and Āta Rangi are set to show off their exceptional partnership in August when they swap cutlery for spades during New Zealand's premier culinary festival – Wellington on a Plate.

This event will be the first in the Festival's three-year history to combine award winning wine (and food) with an environmental project – and one that will leave future Wellingtonians with a lasting legacy.

On 5 August, on a beautiful hillside in Newtown, guests will be offered the opportunity to plant their own northern rātā trees, which will be followed by a delicious Ruth Pretty winter picnic (including hot soup), and award winning Āta Rangi wines to match.

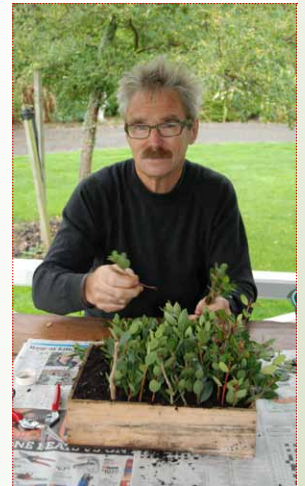
Ruud Kleinpaste, Project Crimson trustee and environmental personality will enlighten guests with an ecological talk and all in attendance will go home with a fabulous gift pack.

To secure a place for this wonderful event, book now at www.visawellingtononaplate.com. Find the event by typing the keyword 'Crimson' into the Search Box on the top right of the home page.



The ticket price (\$110) includes four native plants including one eco-sourced northern rātā tree (with your name tag attached), Āta Rangi wines, a Ruth Pretty picnic and transport to and from central Wellington (if required).

True to any Project Crimson planting, this event will go ahead rain or shine and places are limited. Bring your spade (though we will bring some spares), gardening gloves, warm clothes, and your favourite pair of gummies.



An update from ĀTA RANGI

Āta Rangi's *Crimson* Pinot Noir continues to attract positive attention around the globe. Glowingly reviewed in wine media, *Crimson* is now available in 18 export markets, with spectacular growth over the past year, particularly in Asia.

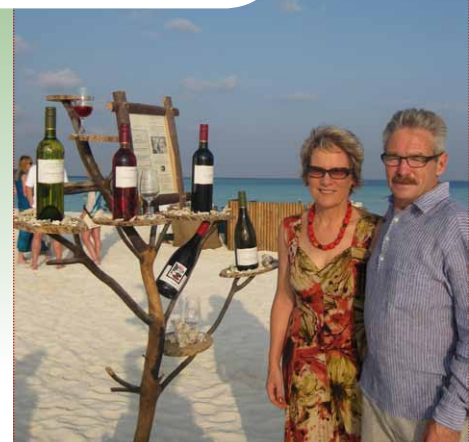
Inspirational owners, Clive Paton and Phyll Pattie, were invited to host wine-makers dinners and staff educational tastings at several resorts in the Maldives earlier this year.

Crimson – on the world's wine stage

"What a thrill to step ashore onto a sandbank for 'Manager's Cocktail Hour' one evening, and find an 'Āta Rangi wine tree' in the sand," says Phyll. "And there was *Crimson* tucked into the branches!"

Half bottles of *Crimson* have been a popular addition to the mini-bars at Soneva Fushi, a Six Senses resort - which is one of the most luxurious and environmentally conscious resorts of the region.

ATA RANGI
MARTINBOROUGH



Purchase *Crimson* 2010 and Support the Trust!

Āta Rangi's *Crimson* young vines pinot noir has been supporting the work of the Trust for many years. With its beautiful 'rātā' label this wine still continues to wow critics and can be found not only locally but in cities as diverse as Tokyo, London, Melbourne, Singapore and Rio.

Crimson 2010 is the latest vintage release of this very fragrant, classy pinot noir.

Visit the Āta Rangi website www.atarangi.co.nz to purchase and help support the Project Crimson Trust.



Over the past four months the dedicated Treemendous team have been out and about again completing native garden 'makeovers' at primary schools around New Zealand.

2011 marks the fourth consecutive year of the Treemendous School Makeover programme with schools from New Plymouth, Napier, Blenheim and Lower Hutt being chosen as this year's winners.

Treemendous, a joint venture between the Mazda Foundation, Mazda New Zealand and Project Crimson, was established in 2007 to support environmental education in primary and intermediate schools across New Zealand. Since then 15 schools have been the lucky recipients of the programme.

Andrew Clearwater, Chairman of the Mazda Foundation, and CEO of Mazda New Zealand, is thrilled that the programme has had such a positive influence on the communities the team visits.

"We have seen some excellent community support at these Treemendous events this year. All members of the community are keen to get involved whether it be through donating equipment or lending a hand on the day" Andrew said.

"Environmental education is growing in schools and it's exciting for the Mazda Foundation to be able to be a catalyst through the Treemendous School Makeover programme."

Ruud Kleinpaste, known to most New Zealanders as the 'Bugman' but who is also a Project Crimson Trustee, says,

Andrew Clearwater, chairman of the Mazda Foundation and CEO of Mazda New Zealand. Mucking in at Epuni School.

"Every school offers a different experience for our team. But the one consistent theme is celebration of the wider school community and pride in their natural environment. It's a refreshingly positive and productive experience for us all."

Schools wishing to make their landscape dreams come true in 2012 should look for Treemendous applications due in all New Zealand primary and intermediate schools by August 2011. For more information visit the Treemendous School Makeover website at:

www.mazdafoundation.org.nz/treemendous.html

Take a look at a case study and pictures of the past makeovers to guide your applications.

You can also view our Treemendous history by heading to www.projectcrimson.org.nz. Click on 'schools' and then 'Treemendous' to see our amazing native transformations.



Donate

To achieve our goal of enabling pōhutukawa and rātā to flourish throughout New Zealand we need your help. As a registered charitable trust, Project Crimson relies on the support of volunteers and donations from people just like you. If you would like to help log onto our website www.projectcrimson.org.nz and click donate. Alternatively you can write us a cheque! Every little bit helps.

DONATION FORM

Name

Address

Amount donated

Thank you for your support of Project Crimson. Your donation goes a long way in helping us protect our pohutukawa and rātā around New Zealand.

Please make cheques payable to The Project Crimson Trust.

A big thank you to our sponsors...



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Show your friends you care about New Zealand's flora and fauna, just search for 'Project Crimson Trust' on facebook or click on the facebook link on the home page of our website: www.projectcrimson.org.nz.



Spotswood School first cab off the rank

Sspotswood Primary in New Plymouth was the first of the 2011 winners to get a native garden makeover – and with it achieve the vision for the outdoor area of their school. The steady rain did nothing to keep the volunteers from turning out to help, transforming a steep bank covered in weeds and a shaded area into a peaceful native haven.

School Principal Allan Day said “The Treeemendous makeover was one of the most amazing community days I have ever been a part of, with so many people helping on the day we managed to finish up much earlier than planned so we were all able to sit around and enjoy a lovely community lunch together.”

Since the makeover many members of the community have used the new area for a picnic location.

“The native garden was completed on Saturday, and by Sunday local families had chosen this spot to share fish and chips” Day said. “The community took real ownership of the project and I have no doubt this area will be treasured by all – I think it is just wonderful that the community want to use the space”.



Westshore shows its outdoor skills



In early April, a Napier primary school – Westshore – prepared for a native garden makeover turning a large area at the back of the school into an outdoor paradise.

Westshore Primary, although small in size, proved to be big on community support, with Napier’s Deputy Mayor Kathy Furlong and local MP Chris Tremaine mucking in as well.

“The feeling today is just amazing, with everyone in the community doing their bit to help” said teacher Sue Averill. “We didn’t have many trees on our school grounds, so our plan was to plant lots of fruit trees and natives so we could start to really enjoy our new surroundings.”

Catching up with Sue a few weeks on from the Makeover she was still buzzing from the Treeemendous experience.

“Everything is growing nicely. The biggest hit would have to be the edible garden area, the children gather around it every morning wondering when it might be time to eat.”

“Since our Treeemendous makeover there has been several offers to help with the next steps. We are all really enthused now to continue improving our outdoor areas. We now recognise what the school community can do with a bit of a vision and some hard work.”



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Rapaura School gets busy

On May 21 the Makeover team met in Blenheim at Rapaura School to turn the 'out of bounds wasteland' into a wildlife paradise.

Overgrown with weeds and suffering from neglect, the area behind a set of classrooms underwent a much needed clear-out with the intention of creating a positive learning environment that would attract birds and insects.

Rapaura School Principal Helen Williams was thrilled with the results. "The entire process was just fabulous, amazing - not only for the students of Rapaura School but for the entire community particularly the Project K students who were brought in to help on the day", Williams said. "Teaching children about their natural environment and the life that exists within it is incredibly important. Since the makeover we now have the opportunity to encourage our students to take care of our natural surroundings."

According to Williams the students have taken responsibility for the new outdoor area putting forward many ideas for ongoing care. A group of Year 2 students have suggested bird feeders to encourage the birds to stick around during the colder winter months. And Year 5 student, Charlie Taylor races across the dewy field every morning to check if the weta motel has any visitors!



Epuni School – last but by no means least

Lower Hutt was the final stop for the Treemendous Team, where a visit to Epuni School completed the Treemendous school makeovers for 2011.

The Epuni makeover dream included the introduction of a permanent path across the field connecting the school with the local kindergarten. An outdoor classroom was added and the entire path edge was planted with a variety of native plants.

This labour-intensive vision required many weeks of preparation and a lot of community support to get the job done. Principal Bunnie Willing was overwhelmed by the amount of assistance they had from the community, particularly the local Rotary Club.



"The Rotary Club of Hutt Valley provided a team to coordinate the project. They worked tirelessly on our behalf and we are so grateful for their support" Willing said.

"We had a great turn out from the local community on the day, everyone wanted to lend a hand – I'm just so incredibly humbled by the entire experience. The pathway will make a huge difference. Many local people have to make the journey between the school and kindergarten daily and during the winter months it can be very unpleasant. The community will also benefit as the path provides a more direct route to the local shops"

This makeover was perfect timing for her school. "The month of June is 'Matariki' Maori New Year – traditionally a time to celebrate, looking back on what has been and what is to come in the future - it is also a good time to instruct young people about the land."

"The children have been learning about Matariki in the classroom this month and they now can relate this directly to what is underway in the school yard." Says Willing.



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Living Legends is a community conservation project which involves co-ordinating 17 native tree planting projects throughout New Zealand during Rugby World Cup 2011.

A joint venture between Project Crimson and the Tindall Foundation, this unique project will plant almost 85,000 trees nationwide in 2011 with a five year investment to plant a total of 170,000 trees by the end of the project in 2015.

Each planting is being run in conjunction with a provincial rugby union and is dedicated to a regional 'Rugby Legend' who has been selected by the union. These Rugby Legends are people who have made a significant contribution to rugby in New Zealand.

The plantings all take place on public conservation land, and Living Legends will encourage New Zealanders and overseas visitors to participate in the events. These plantings offer volunteers access to some parts of New Zealand that otherwise are not open to the public.

Plantings will be held in Northland, North Harbour, Auckland, Waikato, Bay of Plenty, Taupo, Taranaki, Hawke's Bay, Manawatu, Horowhenua-Kapiti, Wellington, Tasman, Buller/West Coast, Mid Canterbury, Christchurch, Otago and Southland.

Living Legends Events Manager Kay Eade says the response from communities around New Zealand has been fantastic. "People I speak to are very excited about the project coming to their community, and have really jumped on



board and come up with some brilliant ideas on how they can make their event really special for everyone involved. People genuinely want to muck-in and make a difference to their environment".

If you would like to be a part of this unique project head to www.livinglegends.co.nz and register your interest. Living Legends will send you information about the planting you are interested in closer to the date. You may even get to meet the local Rugby Legend on the day!



BE IN TO WIN!

Who's your number one NZ rugby legend?

Tell us for your chance to win an adventure escape to Queenstown.

Other cool prizes up for grabs too! *Terms and Conditions apply.*

It's easy to enter, check it out at livinglegends.co.nz



meridian

The 17 Rugby Legends being celebrated by Living Legends' tree plantings have been selected by New Zealand provincial rugby unions. But, you can have your say, too!

Meridian Energy has some great prizes up for grabs, so why not tell us who your number one New Zealand Rugby Legend is by entering the **Meridian People's Choice competition**.

Nominations so far include:

- Todd Blackadder – for being "an all time great rugby player"
- Jock Ross – for "having the best mo around"
- Richie McCaw – for "being a good role model for children and an awesome rugby player"
- John Kirwan – because "he's great on the field but also admired for his work to raise awareness of mental health issues"
- My dad – because "he has worked so hard for us kids and for mum, working long, hard freezing cold days as a paua diver to ensure we were able to go on school camp".

