



MEDIA RELEASE

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Mazda workhorses help native icons blossom

Mazda New Zealand has reaffirmed its ongoing support of one of New Zealand's most well known charities, donating two of its hard working new BT-50s to the Project Crimson Trust.

Project Crimson is one of New Zealand's leading conservation organisations, working to renew and restore native flora, including one of our national symbols – the pohutukawa. The Trust has partnered with Mazda for over eight years.

The new BT-50 utes provide the Trust with strong, reliable work vehicles for transporting the thousands of native trees and saplings they plant around the country each year - allowing them to be planted in areas where the decline of native species is at its greatest.

Bridget Abernethy, Executive Director of the Project Crimson Trust, believes the support the Trust receives from Mazda is an invaluable part of its delivery.

“Mazda continues to be a highly valued partner. The beautifully decorated BT-50s are becoming icons of Project Crimson wherever we go.”

“The Trust not only works to renew populations of native trees such as the pohutukawa and rata, it also coordinates maintenance activities, conducts research, undertakes pest control programmes and engages in public education,” she says.

“By allowing us to take our message to the communities and, of course, to deliver such a large number of plants to even the most remote locations, Mazda has become an important part of the Trust's mission.”

The two BT-50s will replace two older Mazda models currently being used by the Trust, and are wrapped in an eye-catching pohutukawa design which will make them instantly recognisable in New Zealand communities.

Mazda's partnership between the Project Crimson Trust not only aids in the renewal of native trees, but also delivers environmental education through its Tremendous School Makeovers.

Four Tremendous School Makeovers are gifted each year to New Zealand primary or intermediate schools as part of the joint initiative between the Mazda Foundation and Project Crimson. Schools are invited to submit their vision for transforming their grounds and bringing together the environment and education.

Andrew Clearwater, Managing Director of Mazda New Zealand, is pleased to continue supporting Project Crimson, saying: "Through our vehicle sponsorship and initiatives like Treemendous, Mazda is proud to be associated with such a worthwhile charity."

"It is because of the great work the Project Crimson Trust does in its propagation and education around endangered plant species that New Zealanders will be able to enjoy our native trees for generations to come."