

Earth Cubs protect over 39,000 trees in the rainforest!

Friday 22 April, 2022

This Earth Day, Earth Cubs are delighted to announce that kids playing their unique environmental education app have now protected over 39,000 trees in the rainforest in association with Rainforest Trust UK.

Earth Cubs was created to make planet-saving exciting and achievable. Kids can explore fascinating environments such as the Amazon Rainforest and the Great Barrier Reef and earn badges that protect real trees in the real world.

By protecting the trees already there, it secures habitats for thousands of diverse species, ensuring their ongoing survival.

The more kids play and learn, the greater the impact on the natural environment. Toby Hunt, CEO Earth Cubs, "At Earth Cubs everyday is Earth Day, and we all have a responsibility to look after our beautiful planet. It couldn't be more important to instil a love and understanding of the natural world and education is key to getting us out of the climate crisis we're facing. I'm delighted that kids playing our app are having such a positive impact and we look forward to protecting many more thousands of acres of rainforest for future generations."

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Earth Cubs

T. 07747802343

E. michelle@earthcubs.com

W. <https://earthcubs.com/>

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