

## 20,000 Trees Planted in Greece through the efforts of The Hellenic Initiative



THI's Plant a Tree in Greece Campaign Helps Re-Green Greece and Empower Communities

New York, February 29

The Hellenic Initiative (THI), is proud to announce the successful planting of 20,000 trees in Greece through its 'Plant a Tree in Greece' program. This initiative in collaboration with We4all and Breathe Hellas aims to aid in the ecological recovery from recent wildfires and support local communities by creating opportunities for sustainable livelihoods.

Volunteers are invited to join THI in tree-planting events across various regions of Greece throughout 2024. More information on forthcoming events will be posted online through our newsletter and THI's social media. Through these efforts, Diaspora Greeks and Philhellenes have the opportunity to heal the land and strengthen the local communities affected by the wildfires.

This year's efforts are already underway as THI has donated olive trees to communities, enabling them to cultivate and utilize the crops for their livelihoods. The next tree planting is scheduled for March 16th at 12:00 PM in the Athens suburb of Drafí. To register click [here](#).

The THI-We4all-Breathe Hellas program for 2024 will address fire-afflicted areas such as North Evia, Ilia, Corinth and Rhodes as well as urban locations in Attica that need more trees to improve the quality of life of the people.

Between 2022-2023, THI successfully planted 14,200 trees in Attika, Evia, Peloponnese, and on the island of Chios. This year alone, THI has already planted 3,000 trees in Ilia (Ancient Olympia), 450 trees in Artemissio (Argolida), 1000 trees in Corinth (Loutraki), 520 trees in Evia (Rovies), and 450 trees in Attika (Cholargos). Additionally, THI has provided 1080 olive trees to the people of the fire-afflicted areas around Zacharo in Ilia.

To support the plantings and provide water in the unfortunate case of a new fire, THI has also donated 2 water tanks to be positioned in Ancient Olympia and Varybobi.

Founded in 2012, THI is a global non-profit organization that brings together Diaspora Greeks and Philhellenes to invest in Greece through programs focused on economic development and crisis relief. Since its founding, THI has invested more than \$21 million in Greece and has grown to be the largest Greek Diaspora organization in the world.

We4all is a non-profit environmental organization that started in Greece after the fires of Mati, Attica in 2018. Its work has focused on ecosystem restoration and sustainability education for children in schools.

Breathe Hellas and its network of volunteers and supporters is also a leader in this endeavor. The non-profit was founded in 2020 by Princess Tatiana Blatnik to help overcome the stigma of mental health by focusing on community and raising awareness.

Breathe Hellas creates workshops and tools for mental fitness, promoting mental health alongside physical health. Princess Tatiana said “Our partnership with THI and We4All includes The Power of Nature, which encourages users to make outdoor activities part of their routine.”

John Iliopoulos CEO/Co-founder of We4all, said “In this Environmental Alliance of We4all, THI shines as one of the foremost Global Defenders. This partnership has benefited thousands of individuals across Greece, particularly those living in fire-afflicted areas.”

Peter J. Poulos, THI’s Interim Executive Director, stated, “We can think of no better

way to give back to our homeland than by contributing to the regeneration of its natural environment."

Michael Printzos, THI's Greece Country Head, stated, "Our Plant a Tree campaign serves as a transformative force, uniting Diaspora Greeks through environmental stewardship while deepening their connections to Greece. Achieving our goal of planting 20,000 trees is a testament to our collective commitment to the preservation of our natural heritage."

#### About the Hellenic Initiative

Our Mission: Investing in the future of Greece through direct philanthropy and economic revitalization. We empower people to provide crisis relief, encourage entrepreneurs, and create jobs. We are The Hellenic Initiative (THI) - a global movement of the Greek Diaspora.

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