



## Press Release

Brussels, 13.02.2019



Fascination of  
Plants Day  
May 18<sup>th</sup> 2019

# Join the International "Fascination of Plants Day" on May 18<sup>th</sup> 2019

Plants are unique organisms. They can produce sugars just from sunlight, carbon dioxide and water. This ability to directly synthesize their own food has enabled plants to successfully colonise, adapt to, and diversify within almost every niche on the planet. Biologists estimate the total number of plant species to be about 250,000. Plants are the primary producers of biomass providing animals and humankind with food, feed, fiber, medicine, chemicals, energy, purified air and an enjoyable landscape.

Now the **fascinating world of plants** will be in the spotlight: to highlight the importance of plants and plant sciences, the European Plant Science Organisation (EPSO [www.epsoweb.org](http://www.epsoweb.org)), invites you to celebrate the fifth Fascination of Plants Day on and around May 18<sup>th</sup> 2019. For this purpose, scientific institutions, universities, botanical gardens and museums, together with schools, farmers and companies will offer a variety of plant-based interactive events and activities for all interested people from toddlers to grandparents.

The Fascination of Plants Day (FoPD) was first launched in 2012, followed by FoPDs from 2013 to 2017 at which over 1000 events were organised in over 52 countries world-wide, attracting many thousands visitors. This coordinated activity aims to plant virtual and constantly germinating seeds in the collective mind of people, recalling that plant science is of critical significance to social, environmental and economic issues on our Earth today and in future. To date, already over 44 countries worldwide have confirmed that they will be joining in the FoPD 2019 and the number is growing. **Join in and offer activities at your or other facilities or participate as a visitor!** All information about this initiative can be accessed at [www.plantday18may.org](http://www.plantday18may.org) and is supported by a network of national coordinators who voluntarily promote and disseminate the activities within their countries.

Would you like to contribute to the Fascination of Plants Day? Welcome! Contact your National Coordinator (at [www.plantday18may.org](http://www.plantday18may.org) under "countries") or the EPSO Coordinators (see contacts) to discuss and access the supporting materials for the FoPD. The media are also welcome to participate: scientists, farmers, politicians and entrepreneurs are happy to discuss, interact and present the latest state-of-the-art breakthroughs in the plant science world and explore all of the new potential applications plant sciences can offer. The FoPD covers all plant related topics including basic plant science, agriculture, horticulture & gardening, forestry, plant breeding, plant protection, food & nutrition, environmental conservation, climate change mitigation, smart bioproducts, biodiversity, sustainability, renewable resources, plant science education & art.

**Images available at** [www.plantday.org/pr-toolbox.htm](http://www.plantday.org/pr-toolbox.htm)      **Contact the Global Coordinators:** [Trine Hvoslef-Eide](mailto:Trine.Hvoslef-Eide@norges-bio.no), Norwegian University of Life Sciences, Norway, T: +47 934 33 775; [Przemysław Wojtaszek](mailto:Przemyslaw.Wojtaszek@poczta.um.wroclaw.pl), Adam Mickiewicz University, Poland, T: +48 61 8295972 (5968); [Carmel Edwards](mailto:Carmel.Edwards@epso.europa.eu), EPSO, Belgium, T: +32-2-2136262; [Karin Metzloff](mailto:Karin.Metzlaff@epso.europa.eu), EPSO, Belgium, T: +32-2-2136260.