



**September 8, 2023
FOR IMMEDIATE RELEASE**

Parkbus Expanding NatureLink Program To Make Nature Accessible Across Canada

Toronto, ON: Parkbus is proud to announce the expansion of its NatureLink program, offering free and subsidized transportation to national and provincial parks for marginalized and underrepresented communities.

Members of the media, partners and supporters are invited to join a photo and fam tour ride on September 10. Parkbus will travel to Rouge National Urban Park, leaving downtown Toronto (34 Asquith Avenue) at 9:00 am and arriving at the park (1749 Meadowvale Road) at 10:00 am. Upon arrival, there will be a photo opportunity with Toronto Deputy Mayor Jennifer McKelvie, and Rouge National Urban Park acting superintendent Jennifer Duquette, who will welcome the group, followed by a guided tour offered by Parks Canada from 10:15 am to 11:30 am.

TD Bank Group (TD), through its corporate citizenship platform, the TD Ready Commitment, has selected Parkbus to receive funding to continue supporting subsidized trips across Canada to parks and outdoor spaces, aspiring to benefit new groups and increase participation for the 2023-2025 seasons. The project is also funded by Mountain Equipment Company (MEC), Parks Canada, Merrell Canada and Georgian Bay Spirits.

To date, the NatureLink program has provided transportation for over 15,000 people in Canada. For non-profits that are interested in taking advantage of the program, please visit www.parkbus.ca/naturelink . For media contact, or to RSVP for the fam tour/photo op, please email Boris Issaev at boris@parkbus.ca

QUOTES:

"Through the TD Ready Commitment, we aspire to help people succeed, thrive and take part in a changing world. That's why we are proud to continue our support for NatureLink and their work to increase outdoor access for communities facing systemic barriers across Canada. Together, our goal is to help provide equitable access to nature and facilitate environmental stewardship to help build a more inclusive and sustainable future," said **Joshua Cayer, Manager, Sustainability & Corporate Citizenship, TD Bank Group**

Since 2012, Parks Canada has worked closely with Parkbus to help thousands of Canadians from a variety of backgrounds and means to discover some of the country's most treasured parks and protected areas. Parks Canada is proud to continue partnering with Parkbus and support the NatureLink program, providing easier access to Rouge National Urban Park, Bruce Peninsula National Park and Elk Island National Park and helping visitors foster meaningful connections to Canada's natural beauty and rich history. – **Jennifer Duquette, acting field unit superintendent, Rouge National Urban Park**

NatureLink started as a program to connect new Canadians to parks. Thanks to this continued and growing support, we can extend the program to a wider range of underserved and marginalized communities, from youth experiencing homelessness to people with disabilities -- **Boris Issaev, Project Director, Parkbus**

About NatureLink

The NatureLink program started by providing outdoor programming and subsidized transportation to outdoor spaces for newcomers to Canada. Since its inception, Parkbus has recognized that there are many communities that face similar systemic barriers and is now working with more sponsors to create increased accessibility to the outdoors. NatureLink's partners include TD Bank Group, MEC, Parks Canada, Ontario Parks, Georgian Bay Spirits Co., Merrell Canada and the Toronto Zoo. If you are interested in participating in or sponsoring the NatureLink program, please visit [Parkbus.ca/naturelink](https://parkbus.ca/naturelink) for more information.

About Parkbus

Parkbus is a project of Transportation Options, a Toronto-based non-profit organization that connects city dwellers with nature through accessible transportation options. Founded in 2010, Parkbus operates bus services to national parks, provincial parks and conservation areas, from major cities across Canada. Parkbus also operates community nature and outdoor programs such as ActiveDays and NatureLink that work to create an outdoor community and increase accessibility to nature. Visit [Parkbus.ca](https://parkbus.ca) to view all available routes.