



Press Release

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Fascination of
Plants Day
May 18th 2024

Join the International “Fascination of Plants Day” around May 18, 2024 – a global celebration of plants!

The European Plant Science Organisation (EPSO) jointly with over 60 National Coordinators across the globe proudly announce the **launch** of the seventh edition of the **Fascination of Plants Day (FoPD)**, scheduled to take place on and around **May 18, 2024**. A celebration of the captivating world of plants, FoPD invites individuals of all ages to engage in plant-based interactive events and activities organised by scientific institutions, universities, botanical gardens, museums, schools, farmers, and companies worldwide.

Since its inception in 2012, Fascination of Plants Day has gained growing global acclaim, with over 800 events held in more than 50 countries during the last edition in 2022. Working with **National Coordinators** and hundreds of plant enthusiasts as event organisers in participating countries, this coordinated effort serves as a testament to the enduring significance of plant science in addressing social, environmental, and economic challenges. FoPD aims to sow virtual seeds in the collective consciousness, emphasising the critical role of plant science in shaping the present and future of our planet, addressing Food and Nutritional Security, environmental sustainability, biodiversity, human health etc.

Key Highlights of Fascination of Plants Day 2024

1. **Diverse Interactive Activities:** Participate in a plethora of plant-themed activities, ranging from interactive workshops to engaging exhibits, designed to cater for everyone from toddlers to grandparents.
2. **Experience a broad spectrum of plant-related topics:** including basic plant science, agriculture, horticulture, forestry, plant breeding, plant protection, food and nutrition, environmental conservation, climate change mitigation, smart bioproducts, biodiversity, sustainability, renewable resources, and plant science education and art.
3. **Global Collaboration:** Institutions and individuals worldwide are encouraged to host events or join as visitors, fostering a sense of global community around the appreciation of plants.
4. **Networking Opportunities:** National coordinators, volunteers, and enthusiasts form a network to promote and disseminate activities within their respective countries, creating a robust support system for the initiative.

Join the Celebration

Individuals and organisations eager to contribute to the Fascination of Plants Day 2024 are welcome to reach out to their National Coordinators, whose contact information can be found under the "Countries" section on the official website <https://www.plantday18may.org>.

Media Involvement

Members of the media are warmly invited to participate in the festivities. Scientists, farmers, politicians, and industrialists will engage in discussions and showcase the latest breakthroughs in plant science, exploring the diverse applications plant sciences can offer.

Success Stories

Get inspired by the Success Stories 2022 <https://plantday18may.org/about-us/> !

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 colonize, adapt to, and diversify within almost every niche on the planet and biologists estimate the total number of plant species to be about 250,000. These abilities make plants the primary producers of biomass providing animals and mankind with food, feed, paper, medicine, chemicals, energy, and an enjoyable landscape. Anyone who would like to contribute to the Fascination of Plants Day (FoPD) is welcome to join in. Just contact your National Coordinator (click on "countries" at www.plantday18may.org) to discuss and get access to all the supporting materials. The media are also kindly invited to get involved, and scientists, farmers, politicians and industrialists will discuss with them 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 Fascination of Plants Day 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.

About SEUSL

The mission in this regard, of the Department of Biological Sciences of the South Eastern University of Sri Lanka (SEUSL) is to coordinate the extension of the task of EPSO in improving the impact and visibility of plant science in Sri Lanka. EPSO is at the forefront of advancing plant science, advising policy makers, promoting collaboration, and fostering awareness of the crucial role plants play in our lives. Learn more about EPSO at <http://www.epsoweb.org>.

About Fascination of Plants Day

Fascination of Plants Day (FoPD) is a biennial celebration initiated by the European Plant Science Organisation (EPSO) to highlight the importance of plant science in addressing global challenges. Since 2012, FoPD has grown into a global movement, engaging communities worldwide in activities that promote an appreciation for the diverse world of plants. Visit <https://www.plantday18may.org> to learn more.

Events and facts at <https://plantday18may.org/countries/> <https://plantday18may.org/statistics/>

Images at <https://plantday18may.org/pr-toolbox/>

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