

# True colours *Summer 2009*

Dedicated to the protection and enhancement of New Zealand's pohutukawa and rata trees.

Welcome to the Summer edition of Project Crimson's True Colours



Summer is finally here and the pohutukawa buds are about to burst into bloom. Over the past year Project Crimson has been busy supporting projects all around New Zealand which are focused on planting and protecting pohutukawa and rata; as well as educating people on the importance of the ecological, cultural, historic and aesthetic values of these trees to New Zealanders.



## Project Crimson and Meridian help plant 900 native trees in Redcliffs Valley

Hundreds of native trees and shrubs were planted by Meridian staff, Project Crimson, Christchurch City Council and members of the community for a restoration project in the valley at the head of Barnett's Park (Redcliffs, Christchurch) in August this year.

Alan Beuzenberg, Unit Manager of Transport and Greenspace, Christchurch City Council, says the planting is designed to replace the pest plant, Boneseed.

"It is part of the long-term goal to connect forest remnants in Mount Pleasant and Lyttelton Scenic Reserve. The numerous volunteers had to climb up some fairly steep terrain to reach the planting site at the head of the valley.

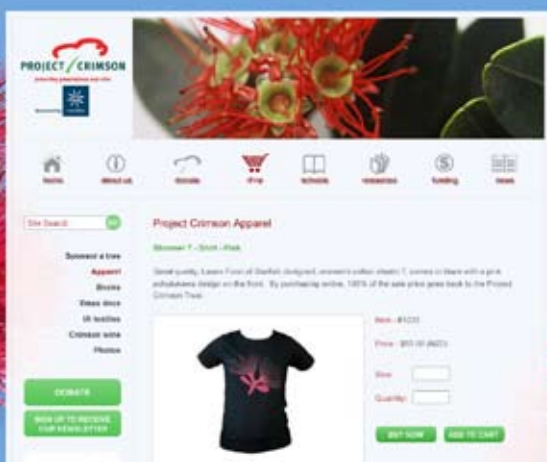
"It is vital that we remove Boneseed from Christchurch and by planting native plants in this area of the valley above Barnett's Plant we can help create a pest free environment," he says.

Mel Seyfort, Meridian's Sponsorship Manager was delighted Meridian could be a part of the event.

"As a 100 per cent New Zealand company with a commitment to renewable energy and environmental sustainability, nothing could be more appropriate than helping ensure rata and other native trees continue to flourish," she says.



Project Crimson's Conservation Manager, Caroline Wallace helps plant at Redcliffs Valley.



## New website for Project Crimson

Last month Project Crimson launched a brand new website! Check it out at [www.projectcrimson.org.nz](http://www.projectcrimson.org.nz).

We have a range of new products in our 'shop' section, many of them great ideas for Christmas pressies.

A special thanks to **BlackWeb** for sponsoring the Trust and developing the site. The website is an important communication tool for the Trust and we simply wouldn't have been able to upgrade without their help.

# Kiwi kids learn virtually everything about New Zealand's native Christmas tree

More than 2,000 primary, intermediate, and secondary school students from around the country are now able to participate in a virtual field-trip to the North Island's East Coast to learn about New Zealand's native Christmas tree, the pohutukawa.

In October this year, a four-day LEARNZ-run Project Crimson field trip was filmed to teach students about biodiversity, coastal ecosystems and habitats, land use, resource management and plant biology.

LEARNZ is an interactive education programme that uses online tools such as live audio conferencing, web diaries and videos to take students to places they would never usually get the chance to visit without the expense and time of a physical field trip.

"Pohutukawa has become a very popular symbol of New Zealand Summers and Christmases," says Bridget Abernethy, Executive Director of Project Crimson.

"The LEARNZ field trip is a wonderful opportunity for school children to learn about the ecological, cultural and historical significance of one of New Zealand's most popular native trees. At the same time it will help to raise awareness around the plight of pohutukawa and rata and the work of the Trust."

Through the trip, students get to visit a local nursery, find out how settlement and increased development have impacted on the trees, and learn how important pohutukawa are to Maori. They will also get to explore areas where pohutukawa has been planted and discover how to successfully regenerate areas through propagation and planting.

Schools can register for free on [www.learnz.org.nz](http://www.learnz.org.nz) or check out the 'schools' section of the Project Crimson website.



LEARNZ Field Trip Teacher, Shelley Hersey and Project Crimson Trustee, Ruud Kleinpaste take a moment out from filming.



“Crimson is supposedly the wine to introduce you to its bigger Ata Rangi estate Pinot Noir. But perversely, you need all the Pinot knowledge in the world to understand just how special Crimson is.”

*Matthew Jukes, Decanter, 2008*



## Ata Rangi continues to support Project Crimson

Conservationist, winemaker and Ata Rangi founder, Clive Paton (left) chats to Hannah White from Project Crimson about his work with rata, the success of his Crimson label wine and his ongoing commitment to Project Crimson.

12 international markets. Unfortunately we don't get to visit all of them personally. Although I do have my hand up for a visit to the Maldives: strictly market research!

**How successful to you think Crimson 2008 has been?**

Crimson 2008 has been very successful. We were thrilled to read an article recently in the prestigious UK magazine, Decanter, titled "The 50 Top New World Pinot Noirs". Crimson 2008 was included.

**How did your work with Project Crimson evolve?**

I have a strong interest in seeing our native trees flourish and that's why I'm dedicated to supporting the work of Project Crimson.

The connection actually arose out of my (ongoing) work at the Ata Rangi Bush Block. Here I raise thousands of rata from seed or cuttings taken from 'Rata Ridge'; a stand of mature rata just above the Ata Rangi block which has somehow survived the onslaught from fires and possum attack.

These young rata are then planted out at the Bush Block and in six different sites around the South Wairarapa.

**Tell us about the journey of the Crimson label.**

The first Ata Rangi 'younger vines' pinot noir to be produced under the Crimson label was from the 2005 vintage. The wine was an instant hit in New Zealand, as well as in Australia where it received excellent reviews.

The following year we began exporting to Japan and Singapore, and now the story of the work of Project Crimson is being spread far and wide. Crimson 2008 is being enjoyed in



Crimson 2008 is available from the winery and can be ordered from the Ata Rangi website [www.atarangi.co.nz](http://www.atarangi.co.nz).

Available in 375mls, 750mls or 1.5 litre Magnum bottles, Crimson 2008 makes a wonderful gift at any time of the year.

Remember that a portion of all sales goes back to Project Crimson.

## Winners announced for a Tremendous School Makeover

Tremendous  
school makeovers



MAZDA  
FOUNDATION

Four New Zealand schools have been selected for the third round of the annual Tremendous School Makeovers, a joint initiative between Project Crimson and the Mazda Foundation.

Albany School (Auckland's North Shore), Bucklands Beach Primary School (East Auckland), St. Joseph's School (Waitara) and East Taieri School (Dunedin) were chosen from 94 applications to have their grounds enhanced with a native garden makeover.

"We've completed eight school makeovers so far and we've noticed how many schools are viewing environmental education as an important part of the curriculum with many using their makeover areas as outdoor classrooms," says Andrew Clearwater, Chairman of the Mazda Foundation.

Albany School's plan is to complete work on the school's grove. The area was originally an 'out of bounds' area for students but will now be transformed into an outdoor learning area with 500 native trees to attract native birds.

The other winning Auckland school – Bucklands Beach Primary School – will upgrade an area on the edge of the playing field. The land once featured many pohutukawa trees, however it has deteriorated over time and today has no wildlife, worn grass and only three pohutukawa remaining.



In Taranaki, St. Joseph's School students plan to convert a grassy swamp area which floods every year into a native wetland to attract local birds and animals. In Otago, East Taieri School will update its entrance and fence line with stylish boulders and native plants. The new-look entrance will complement the school's mural and the plants will attract skink lizards. The school is working with the Department of Conservation and the University of Otago to preserve the local lizard population.

## Bloomer t-shirts help grow more trees

In a brilliant mix of ecology and fashion, Project Crimson and designer and eco-advocate, Laurie Foon of Starfish have teamed up to produce a second round of fundraising tee-shirts that will help put more pohutukawa and rata into New Zealand soil.

The 'Bloomer' t-shirts were launched 20 November, in time for the New Zealand Summer and the peak of the pohutukawa bloom.

Laurie has built her name on both style and eco-design and has helped build up Starfish to become known for its eco-friendly stance. Starfish was New Zealand's first Sustainable Business Awards fashion winner in recognition of its rigorous recycling, fabric sourcing and sustainable product design.

Laurie Foon is excited to be back on board and confident the tees will be welcomed by supporters this Summer.

"It's important to Starfish that our eco-friendly values are reflected in our actions. Now, more than ever, people are keen to help make a difference to our environment. Partnering with Project Crimson allows us to help our customers do exactly that," says Foon.

The t-shirts retail for \$55 and can be purchased through selected starfish stockists or through the Project Crimson website [www.projectcrimson.org.nz](http://www.projectcrimson.org.nz).

### Bloomer stockists

[www.projectcrimson.org.nz](http://www.projectcrimson.org.nz)

Starfish Wellington

Starfish Christchurch

Cene, Hamilton

Bella, Wanaka

DOC Wellington Visitor Centre



2009 'Bloomer' t-shirts.



Papatoetoe North Tremendous School Makeover

## School community gets stuck in for Papatoetoe North School Makeover

Children, parents, teachers and keen locals worked all day on Saturday, 5th September for Papatoetoe North School's Tremendous School Makeover, the final makeover for 2009.

Around 100 people turned up to lend a hand and dig in.

"It was a fantastic community day, all the kids and their families were out in force, says Papatoetoe North School teacher Maureen Douglas.

The school's new outdoor classroom features a walkway through native flora and fauna leading to an open glade with a seating area.

Papatoetoe North School teacher Maureen Douglas said the area already has several mature native trees and backs onto a creek, however over the years it had been neglected and had become a place to dump gardening and building waste.

The 800-pupil school was chosen from 158 nationwide applications for the second annual Tremendous School Makeover programme.

The three other schools selected for a Tremendous School Makeover this year were Glenavon School (West Auckland), Malfroy School (Rotorua) and Hedgehope Primary School (Invercargill).

## Help plant a tree

Sponsoring a tree costs \$25 and includes seed collection, propagation at a Project Crimson nursery, three years care and growth and planting.

Project Crimson is a non-profit, registered charitable Trust. When you donate to Project Crimson you are guaranteed that your donation is going towards the renewal and protection of pohutukawa/rata trees in New Zealand. Go to [www.projectcrimson.org.nz](http://www.projectcrimson.org.nz) and click on 'donate' to sponsor a tree.



## 2010 funding round now open

Get your applications in now for the 2010 funding round which closes 01 March 2010!

Each year the Trust seeks applications for conservation, restoration and research projects involving pohutukawa and rata.

Community and volunteer support is vital to Project Crimson's success. We work with organisations, communities and individuals throughout New Zealand and assist them by providing funding and trees for local projects.

To be considered, the project must provide long-term benefits to the local environment and provide tangible evidence of effective resource management.

Go to [www.projectcrimson.org.nz](http://www.projectcrimson.org.nz) to download an application form.

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