

March 1st, 2026

PR CATEGORY



# ROAM WILD



# PROBLEM

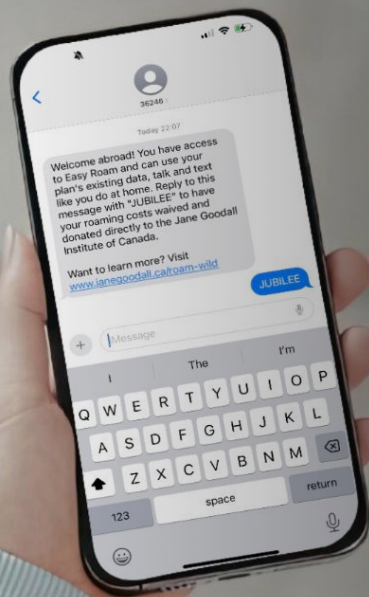
With over 86% of Gen Z living in urban centres, thousands of kilometres away from our rapidly depleting wildlife<sup>1</sup>, they're falling victim to the common idiom:

*"Out of Sight, Out of Mind."*

# INSIGHT

67% of Gen Z become more sustainability-conscious when they're travelling, yet 37% still say their biggest barrier is not knowing where to start contributing.

*So we're doing it for them.*



KEY MESSAGE AS A PRESS HEADLINE

“  
**To protect Canadian  
wildlife, TELUS turns  
travellers' roaming  
fees into donations for  
the Jane Goodall  
Institute of Canada**

”

**THE GLOBE AND MAIL** 

# ROAM WILD:

*Turn your roaming into theirs*

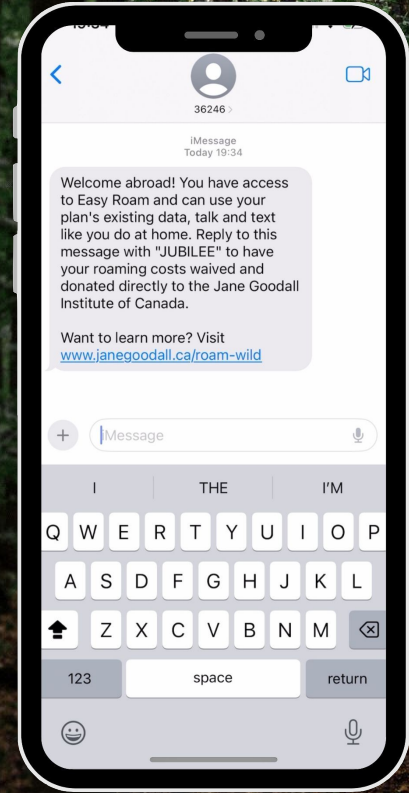
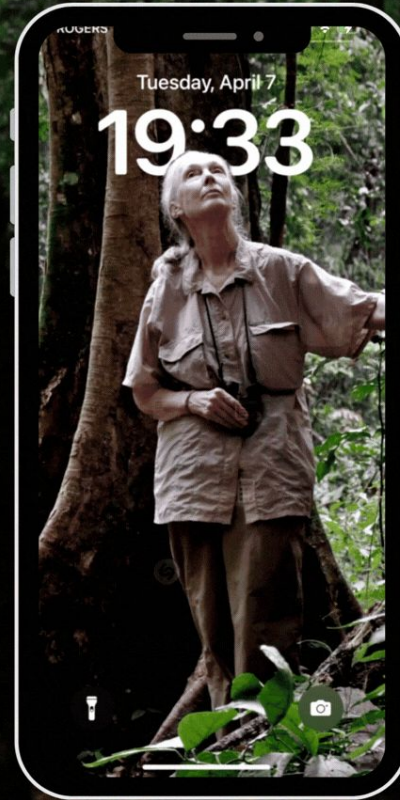
## Phase 1

From April 19–26, in honour of Earth Week, TELUS will give Canadians travelling abroad the opportunity to turn their roaming charges into instant donations for the Jane Goodall Institute of Canada to drive action and raise funding for endangered wildlife.

## Phase 2

Once home, they'll receive a 'bill' showing the direct impact of their support on JGIC wildlife. It's more than just a thank-you. It's a call to action designed to turn their one-time contribution into a lifelong commitment.

*"Your 7 days of roaming charges gave one of our chimpanzees infant formula for one month! Don't leave your impact at the airport, do more at [www.janegoodall.ca/roam-wild](http://www.janegoodall.ca/roam-wild)."*



# PR STRATEGY

Telecommunication companies connect millions of Canadians to each other every day. We want to leverage their unique access to a large-scale network to connect them to nature, and give JGIC the scalability to speak to Gen Z in a way that meets them where they already are.

## WHY TELUS:

TELUS is a strong partner for ROAM WILD due to its long-standing investment in sustainability and wildlife protection in Canada, a proven record of conservation partnerships at scale, and a hopeful, spirited and playful brand personality aligned with the JGIC.



<sup>1</sup> TELUS: TIME Magazine Most Sustainable Companies, <sup>2</sup> TELUS: Sustainability & Social Purpose, <sup>3</sup> TELUS: Caring for the Environment

# PR EXECUTION

## PHASE 1

## PHASE 2

OBJECTIVE

### SUPPORT HOPE IN ACTION

Raise awareness and drive donations to the JGIC through the ROAM WILD fee-to-donation stunt.

### INSPIRE LASTING PARTICIPATION

Show the impact through a collective impact report, Roots & Shoots youth program sign-up, JGIC volunteer/donation portal.

NARRATIVE

*JGIC partners with TELUS to flip roaming charges into donations to raise awareness and drive funding, reconnecting an urban generation to wildlife.*

*JGIC & TELUS demonstrate the impact of ROAM WILD by showing how the total donations funded JGIC's wildlife protection efforts, and how Canadians can continue to participate.*

PR ASSETS + DISTRIBUTION

National EN/FR Press Release  
National EN/FR Media Pitching + Spokespeople  
Influencer Trip

National EN/FR Media Pitching + Spokespeople  
Paid Influencer Partnerships

SCALE & KPIS

Reach TELUS' 19M+ wireless clients<sup>1</sup> who are travelling and 30 -40M through earned and social media.

TIMING

**April 19-26**

**April 27**

AMPLIFIERS

# MEDIA RELATIONS

## Phase 1:

Distribute a national EN/FR press release announcing the fee-to-donation stunt, supported by EN/FR **lifestyle, general, travel,** and **marketing trades** media outreach, with interview exclusives with key spokespeople to highlight the partnership.

## Phase 2:

Follow up post-stunt with National EN/FR **environmental, general** and **business** media outreach to show the impact of ROAM WILD on wildlife, and how Gen Z can continue to the legacy of work Jane Goodall believed in, with interview exclusives with key subject matter experts.

## OUR SUPPORTING VOICES

### Phase 1: Speaking to the partnership



**Patrick Barron**  
VP Sustainability, TELUS



**Bella Lam**  
CEO, JGIC

### Phase 2: Speaking to the impact



**Celine Pufong Sab**  
Manager Africa Programs, JGIC



**Kratt Brothers**  
Hosts, Zoboofafu

AMPLIFIERS

# INFLUENCERS

## Phase 1:

Partner with Canadian travel influencers to experience ROAM WILD in real time, documenting their journey from travel to volunteering at the Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo.

## Phase 2:

Partner with the Ontario-based Kratt brothers, who Gen Z grew up with on Zoboomafoo, to launch a series of videos outlining the ways to get involved with the JGIC following ROAM WILD and spotlight the impact that the donations had on institute.

## Phase 1: Showing the roam



Alicia Haque  
Travel & Grassroots Influencer

## Phase 2: Showing the impact



Kratt Brothers  
Zoboomafoo Hosts & Wildlife Influencers

**THANK YOU**

