

March 1st, 2026

PR CATEGORY



ROAM WILD



Jane Goodall Institute
Canada



YOUNG LIONS
COMPETITIONS





PROBLEM

84% of Canada's population lives in urban cities,¹ thousands of kilometres away from our rapidly depleting wildlife, making Canadians increasingly disconnected from one of the most pressing issues future generations will face.

INSIGHT

Travel is what reconnects them to wildlife, so they can thrive together.

67% of Gen Zs become more sustainability-conscious when they're travelling,¹ yet 37% still say their biggest barrier is not knowing where to start contributing.²

So we're doing it for them.



IDEA AS A PRESS HEADLINE

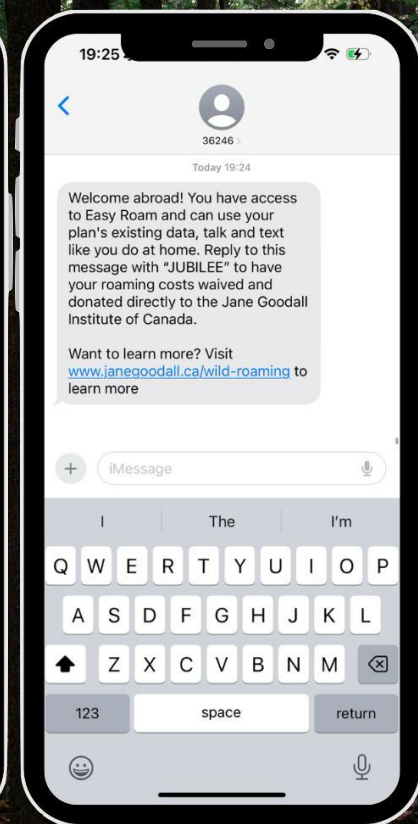
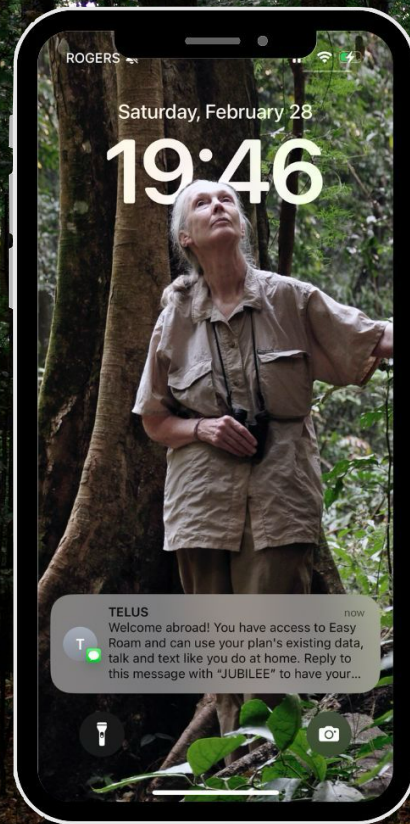
“To protect Canadian wildlife, TELUS turns Canadian travellers’ roaming fees into donations for the Jane Goodall Institute of Canada”

THE GLOBE AND MAIL*

ROAM WILD:

Turn your roaming into theirs

From April 19-25, in honour of Earth Week, TELUS will give Canadians who are travelling abroad the opportunity to turn their roaming charges into instant donations to the Jane Goodall Institute of Canada to drive awareness and raise funding for endangered wildlife in Canada.



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.



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

PR EXECUTION

PHASE 1

PHASE 2

OBJECTIVE

SUPPORT HOPE IN ACTION

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

INSPIRE PARTICIPATION

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

AMPLIFIERS

National EN/FR Press Release,
National EN/FR Media Pitching + Spokespeople
Paid Influencer Partnerships

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Paid Influencer Partnerships

NARRATIVE

TELUS leverages Gen Z's top priority: travel, to raise awareness and drive funding for JGIC, reconnecting an urban generation to wildlife.

TELUS demonstrates the tangible impact of ROAM WILD by showing how donations directly fund JGIC's wildlife protection efforts and how Canadians can continue to participate.

SCALE & KPIS

Reach TELUS' 19M+ wireless clients¹ who are travelling and, reach 30-40M through earned and social media

TIMING

April 19-25

April 25

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 news** 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, Zoboofamu

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 room



Alicia Haque
Travel & Grassroots Influencer

Phase 2: Showing the impact



Kratt Brothers
Zoboomafoo Hosts & Wildlife Influencers

WHY WE LOVE IT

Clear.

A single double-entendre bridges telecom and wildlife, making the concept quickly understood and hard to forget.

Effortless.

It lowers the barrier to participation and delivers high impact by converting something Canadians already pay for into direct funding, requiring nothing more than a text reply.

Scalable.

TELUS's 19M+ wireless clients mean the campaign's initial reach is baked into the infrastructure, with our PR tactics amplifying it further.

Lasting.

Phase 1 sparks hope in action but phase 2 turns a one-week activation into a long-term pipeline for JGIC volunteers, donors, and Roots & Shoots sign-ups.

CREATIVE IDEA (100 words)

TELUS and the Jane Goodall Institute of Canada launch ROAM WILD, a purpose-driven PR activation that turns an everyday travel fee into meaningful action for wildlife conservation. With 84% of Canadians living in urban centres,¹ wildlife loss has become increasingly out of sight and out of mind. Yet travel is one of the few moments that reconnects people to nature. During Earth Week, Canadians travelling internationally receive a TELUS text inviting them to convert their roaming fees into instant donations for JGIC. With a single reply, roaming becomes conservation, making wildlife protection effortless, scalable, and impossible to ignore.

PR STRATEGY (200 words)

ROAM WILD is designed as a disruptive, earned-first PR idea that uses TELUS' national telecom infrastructure to reconnect an urban generation to wildlife at scale. Telecommunications companies connect millions of Canadians every day. ROAM WILD leverages that same network to meet people at a high-intent moment, while travelling, when Gen Z is proven to be more sustainability-conscious,² but unsure how to contribute.³

The campaign targets Gen Z, supported by national English and French earned media, influencer storytelling, and spokespeople from TELUS and the Jane Goodall Institute of Canada. Media outreach prioritizes lifestyle, travel, environmental, general news, business, and marketing trades to position ROAM WILD as both culturally relevant and industry-leading.

PR efforts focus on reframing *roaming* from a charge on your phone bill into a positive behavioural change, transforming something Canadians already pay for into direct conservation funding. TELUS' long-standing leadership in sustainability and scale of its wireless network give the idea built-in reach, while JGIC's authority ensures credibility and impact. Together, the partnership elevates wildlife protection into a mainstream, unavoidable conversation – one text, one trip, one donation at a time.

EXECUTION (150 words)

ROAM WILD launches in two PR phases to maximize immediate attention and long-term participation.

Phase 1: Support Hope in Action (April 19–25)

The campaign kicks off during Earth Week with a national English and French press release announcing the fee-to-donation roaming initiative, supported by targeted national media pitching across lifestyle, travel, environmental, general news, and marketing trades. Paid travel and grassroots influencers experience ROAM WILD in real time, demonstrating how roaming fees are instantly converted into wildlife funding through a simple text reply.

Phase 2: Inspire Participation (April 25 onward)

Post-stunt, PR shifts to impact storytelling. National English and French environmental, general news, and business media outreach highlights how ROAM WILD donations directly fund JGIC's wildlife protection efforts, while expert interviews invite Canadians to continue participating

through Roots & Shoots, volunteering, and ongoing donation pathways – turning a one-week activation into lasting action.

SOURCES

¹World Bank Data

²Booking.com Sustainable Travel Data.

³Citizens and Scholars