

More Trees Planted in 24 Hours Than Any Other Day in History

714.7 Million Trees Planted by 29.7 Million People at 294,100 Sites During GROWlympics



Addis Abeba, Ethiopia Aug 4, 2025 ([Issuewire.com](https://www.issuewire.com)) - The world just witnessed the largest single-day tree-planting event in history. On July 31st, 714.7 million trees were planted by 29.7 million people across 294,100 verified sites in a global effort to regenerate the Earth—marking a massive milestone in the fight against climate change.

Led by Ethiopia's Green Legacy Initiative and powered globally by Treegens, this historic day was the official kickoff of the first-ever GROWlympics—a gamified, international tree-planting competition supported by blockchain & AI technology.

"Today, we didn't just plant trees—we planted hope, resilience, and a roadmap for planetary regeneration," said Jimi Cohen, CEO of Treegens and Guinness World Record holder for tree planting. "This is just the beginning."

GROWlympics: A Global Tree-Planting Game with Real-World Impact

Designed to turn ecological restoration into a global sport, the GROWlympics invited individuals, communities, and entire nations to compete for cash prizes by registering their verified trees through the Proof of Tree dApp (app.treegens.org). From schoolyards to sacred lands, forests to farms, people from all walks of life came together in a synchronized, decentralized action for the planet.

Ethiopia's Green Legacy Initiative: A Beacon for the World

Ethiopia once again demonstrated global leadership in environmental restoration. Under the guidance of Prime Minister Abiy Ahmed Ali, the country mobilized tens of millions to plant trees at record scale. "The number reflects the strength, unity, and determination of our people."

— Prime Minister Abiy Ahmed, commenting on Ethiopia planting over 700 million seedlings in one day, marking a record-setting effort

Key Results:

- 714.7 Million Trees Planted
- 29.7 Million People Participated
- 294,100 Tree-Planting Sites Verified
- 1st Ever GROWlympic Games

Through this incredible day of action, Ethiopia's Green Legacy Initiative continues to serve as a powerful model of grassroots mobilization, national pride, and long-term ecological thinking.

Why It Matters

This record-breaking event sends a clear signal: climate action at scale is possible. Planting trees remains one of the most effective ways to capture carbon, protect biodiversity, prevent erosion, and empower communities.

The momentum created by the GROWlympics and Green Legacy have catalyzed year-round regeneration projects around the world, with Treegens' Proof of Tree protocol ensuring fun, verified, and rewarding ecological impact.

What's Next?

While the July 31st goal was met with staggering success, this is only the beginning. The Treegens platform remains open for ongoing verification, funding, and support of global tree-planting movements. Competitors will soon be notified of GROWlympics winners, and new challenges will roll out seasonally.

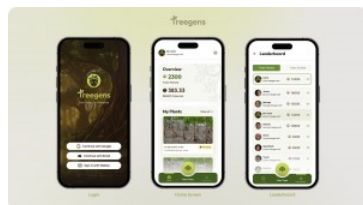
Stay updated or get involved:

treegens.org

Track your trees: app.treegens.org

About Treegens

Treegens is a regeneration-first DAO using a Proof of Tree protocol to verify and reward large-scale, real-world tree planting. By combining blockchain, AI, and gamified mechanics, Treegens turns transparent ecological impact into on-chain assets, governed by the \$TGN token. Planters, verifiers, and supporters earn for provable growth over time—creating an always-on, incentivized economy for restoration.



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