

# MEDIA RELEASE



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## Making Things Happen for Pollinators in Canada

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Robert (Bob) McLean, Director General, Assessment and Regulatory Affairs Directorate, at the Canadian Wildlife Service (CWS), recognizes the foundational role pollinators play in both the natural and developed world. Under Bob's confident direction, the Canadian Wildlife Service has made significant steps in pollinator protection and set the pace for the whole country to follow. CWS's commitment to environmental stewardship and pollinator conservation has not got unnoticed. This year, CWS, represented by Director General McLean, was awarded the winner of the Canadian Pollinator Advocate Award.

For the last 35 years, Bob has been a leader in biodiversity conservation in North America – from the establishment of new National Wildlife Areas, to development of legislation to prevent international trafficking in endangered species, to the creation of the Habitat Stewardship Program and the Ecological Gifts program. Leading a team of innovative, caring, and passionate staff and colleagues, Bob has been able to engage CWS with partners in Mexico and the United States for a unified cause; the survival of the monarch butterfly.

In accepting the award Mr. McLean stressed the key roles that everyone at CWS and at various partner agencies in Mexico and the United States play in the success of the program. Awards are given to individuals but they represent community efforts. Mr. McLean noted in conversation with Dr. Vicki Wojcik, who had the pleasure of notifying him of the honour achieved by CWS, "I humbly accept this award, but I cannot accept this award as an individual, I accept it on behalf of all of those that link efforts and contribute energy and resources to monarch conservation." As Mr. McLean and the CWS team were unable to attend the award ceremony at the Log Lodge in Maryland on October 18th Dr. Wojcik will be presenting the award to CWS in Ottawa later this year.

The Pollinator Advocate Award recognizes individuals who have contributed significantly to pollinator protection, conservation, and issue outreach resulting in increased awareness of the importance of pollinators and pollination. Bob shares this great honor this year with U.S. Pollinator Advocate Dan Ashe, Director of the U.S. Fish and Wildlife Service, and Mexican Pollinator Advocate Alejandro Del Mazo Maza, the National Commissioner for Natural Protected Areas at the National Commission of Protected Natural Areas (*Comisión Nacional de Áreas Naturales Protegidas*, or CONANP).

In Canada, the monarch is a species of special concern, demanding conservation action and protection, but the majority of this insect's range lies outside of Canada. Collaboration with efforts in the United States and Mexico will be the only way that monarch continue to thrive in Canada. Mr. McLean corroborated with Mr. Del Mazo Maza and Mr. Ashe, noting the strength of partnership and tri-national support for this insect that has inspired generations to love the natural world.

Without pollinators we would lose one third of our diet, nearly all of our high-nutrient food, most terrestrial ecosystems would collapse, important plant species that provide the raw materials for medicines would die out, and the biosphere would stop filtering air and freshwater for us and other wildlife. The world as we know it depends on pollinators. Pollinators require healthy clean habitat, and factors such as uncontrolled development, agricultural intensification, chemical misuse, and pathogen introduction are decimating their populations. Some species have seen a 90% decline in their populations over the last decade.

The Pollinator Partnership (P2), as the world's largest organization dedicated to the protection and promotion of pollinators, hopes to encourage environmental stewardship and to catalyze future actions that benefit pollinators by identifying individuals that have taken on advocacy. P2 manages NAPPC – the North American Pollinator Protection Campaign – and coordinates pollinator conservation outreach with over 150 stakeholders. P2 works to promote widespread collaborative stewardship practices on public, private, open, and working lands, within institutions and among individuals.

For more information about the Pollinator Advocate Award, Pollinator Partnership, and the NAPPC, please visit [www.pollinator.org](http://www.pollinator.org).

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**NAPPC** is a collaborative effort of over 150 organizations in the U.S., Canada, and Mexico whose common goal is to promote awareness of the essential role that pollinators play in food systems and ecosystems, and to provide the public with simple, effective ways to engage in environmental stewardship.

**Pollinator Partnership** is a nonprofit 501(c)3 organization and the largest in the world dedicated exclusively to the protection and promotion of pollinators and their ecosystems. The Pollinator Partnership's mission is to promote the health of pollinators, critical to food and ecosystems, through conservation, education, and research. Signature initiatives include the NAPPC (North American Pollinator Protection Campaign), S.H.A.R.E., National Pollinator Week, and the Ecoregional Planting Guides.

To learn more about the NAPPC and the Pollinator Partnership visit [www.pollinator.org](http://www.pollinator.org) or contact [info@pollinator.org](mailto:info@pollinator.org) or call 415-362-1137 for more information.



The Pollinator Advocate Award designed by acclaimed artist James Randolf.