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Contact: Kat McGuire

415-362-1137

km@coevolution.org

NAPPC AND BURT'S BEES JOIN FORCES TO HELP HONEY BEES

Tri-National Pollinator Partnership Teams with Burt's Bees to Focus on Honey Bee Health

SAN FRANCISCO, CA November 5, 2007 – The critical disappearance of bees, called Colony Collapse Disorder (CCD), is still a mysterious threat to honey bees, the mainstay of pollination services in agriculture. The North American Pollinator Protection Campaign (NAPPC), a tri-national coalition dedicated to promoting the health of all pollinators and a project of the Pollinator Partnership, is teaming up with bee-friendly, natural personal care company Burt's Bees to address this agricultural and environmental issue. Together, they are spearheading a campaign led by Burt's Bees co-founder Burt Shavitz that will raise consumer awareness through PSA distribution, online marketing and consumer sampling efforts. NAPPC and Burt's Bees will continue their partnership through research funding and a heightened awareness push later this year.

Through a recent grant, Burt's Bees has given seed funding to a specific "task force" with NAPPC coined The Honeybee Health Improvement Project. The HHIP task force is led by Danny Weaver, J.D., President of The American Beekeeping Federation, Christina Grozinger, Ph.D., Asst. Professor of Insect Genomics at North Carolina State University and Barry Thompson, M.D., a Director of the Eastern Apicultural Society, and includes well-renowned researchers from around the country (a complete list is found at www.pollinator.org/honeybee_health.htm). The company's support will fund initiating this task force as well as NAPPC's research of key issues facing honeybee health: beekeeper education, foraging opportunities and breeding stock research. NAPPC and Burt's Bees will also collaborate in the production and distribution of 50,000 packets with bee-pollinating seeds through their website, product orders, and through local sampling efforts.

Laurie Davies Adams of NAPPC says, "We are grateful to Burt's Bees for their generous donation towards the Honeybee Health Improvement Project. It is critical for companies to support this important step to help bolster healthy bees and sustainable beekeeping. We need to stave off threats to the North American honeybee like Colony Collapse Disorder, but also threats that have compounded over the years like Varroa mites, nutritional challenges, and environmental stressors." Adams urges everyone to contact Congress *now* to support honeybees and all pollinators in the new Farm Bill (visit www.pollinator.org/farm_bill.htm).

John Replege, President & CEO of Burt's Bees says, "As a bee-friendly company, the health and wellness of honeybees is very dear to us. The impending threat of Colony Collapse Disorder brings the importance of bees in agriculture to the forefront. With the PSA, we hope to build awareness for this issue and its impact on our ecosystem. We recognize that research will be critical to preventing future outbreaks, and NAPPC's work over the years is testament to their ability to achieve results. We look forward to the progress the task force will make in improving the health of honeybees."

On November 2nd, Burt's Bees hit the big screen with a new cinema campaign to raise awareness of CCD. Burt's Bees public service announcement run in nationwide cinemas coincides with the theatrical debut of "BEE MOVIE," the highly anticipated DreamWorks Animation SKG movie co-written by and starring Jerry Seinfeld opposite Academy Award(R) winner Renee Zellweger.

The new PSA highlights the fact that every third bite of food we eat depends on bees for pollination, and features Burt's Bees co-founder Burt Shavitz talking about the important role bees play in agriculture. "We believe the bees' survival depends on how we manage and protect our world," he says. "Burt's Bees is funding research to help find a solution, and you can help too." The spot also urges audiences to visit www.burtsbees.com to sign up to receive a free packet of seeds to grow bee-friendly flowers and learn more about Colony Collapse Disorder. The Burt's Bees website recommends visiting NAPPC's website, www.pollinator.org, for additional information about CCD.

[About the North American Pollinator Protection Campaign \(NAPPC\)](http://www.pollinator.org)

NAPPC works to promote awareness and scientific understanding of pollinators; gather, organize and disseminate information about pollinators; provide a forum to identify and discuss pollinator issues; and promote projects, initiatives and activities that enhance pollinator conservation. For a full list of the NAPPC partners and additional information about the NAPPC, visit: www.pollinator.org.

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