

MEDIA RELEASE

June 20, 2014
For Immediate Release



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Pollinator Week 2014 Mobilizes Monarch Migration Supporters

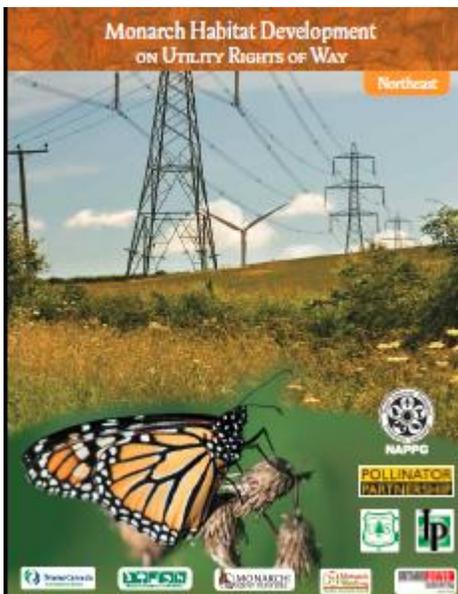
The monarch migration will be getting a boost as partners new and old work to link fragmented flyways with milkweeds and nectar plants. Monarchs have made headlines recently, but the news hasn't been good. Their once dramatic migration has diminished, and their overwintering numbers are at an all-time low. The solution to bringing back the monarch migration is connecting food gaps that have resulted from increased urban and rural growth and excessive use of herbicides in agricultural areas.

New this year is special recognition of the role that business can play in helping preserve monarchs. The **Monarch Sustainer of the Year Award**, cosponsored by the **U.S. Business Council on Sustainable Development (US BCSD)** and the **Pollinator Partnership**, recognizes unique efforts by business in supporting the long-term viability of monarch butterflies. To find out more about the award go to www.pollinator.org. The award is sponsored by the **Monarch Joint Venture (MJV)**, a public-private partnership that works to support monarchs in a highly strategic approach across the continent.

Helping monarchs unites North America. The **Trilateral Committee for Wildlife and Ecosystem Conservation**, representing government and NGO interests in conservation from the United States, Canada, and Mexico, renewed its commitment to the **North American Monarch Conservation Plan** this May. Each country has made protecting monarchs a priority. In Mexico the



preservation of overwintering habitats and preventing illegal logging in the Oyamel Forests are top priorities. Monarchs travel through the United States and Canada throughout the spring and summer, and this is when they need food and connected landscapes. Leaders in the United States and Canada have prioritized increasing the presence of milkweed and filling gaps in nectar plants.



Pollinator Partnership (P2) and its partner organizations that specialize in monarch support are offering a list of actions that citizens can take during Pollinator Week and throughout the year to support the monarch migration. Helping monarchs is as simple as planting the right milkweed and nectar plants at the right time of year. Visit www.pollinator.org to find specific monarch information. Looking at a map of the monarch migration, citizens can see how many of the paths they take follow the same roadways and rights-of-way built to connect people. Managing the habitat along

roadsides and rights-of-way is another key way that public and private organizations can help boost monarch numbers. Highway right-of-ways (ROWs) managed by State Departments of Transportation (State DOTs) represent about 17 million acres of opportunity where significant economic and conservation/environmental benefits can be achieved for monarchs through vegetation management. With the [Highways BEE \(Bettering the Economy and Environment\) Pollinator Protection Act](#) Congress and individual states can mobilize vast habitat resources to help monarchs in their migration.

Corporations also have a unique opportunity to help monarchs throughout North America by managing their landscapes and land holdings to provide the right food for caterpillars and adults. P2 has worked with the [Monarch Joint Venture](#) and partners to develop specialized planting guides that fit into the land management plans of utilities and corporations.

Shortly after Pollinator Week the annual July 1st (Canada) and July 4th (USA) butterfly counts take place. Citizens can come out and spot monarchs and support citizen science. Great resources are out there for anyone – gardeners, farmers, local groups and governments, and corporations – to help create and support more acres for monarch. Citizens can visit www.pollinator.org about how to help.

Pollinator Week has grown exponentially in scope each year with this year June 16-22 being designated by **U.S. Secretary of Agriculture Tom Vilsack, U.S. Secretary of the Interior Sally Jewell** and **45 governors** as a week to celebrate and protect the nation's pollinating animals (A complete list is available at http://pollinator.org/npw_events.htm). Pollinators, like bees, butterflies, birds and other animals, bring one in every three bites of food and protect our environment. They form the underpinnings of a healthy and sustainable future.



Efforts during Pollinator Week, and indeed year-round, are working to reverse and prevent pollinator declines caused by loss of habitat, disease, pesticides, parasites and other interconnected assaults on pollinator populations. “We are thrilled to see the enthusiastic reception the **Monarch Sustainer of the Year Award** is receiving,” said **Laurie Davies Adams**, P2 Executive Director. “We hope that all the companies in the US make an effort to help monarchs through their landscapes, their employees, their communities and their customers – who knows, which company might be the first recipient of the USBCSD-P2 Monarch Sustainer of the Year!”

ABOUT THE UNITED STATES BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT

The US BCSD is a non-profit business association that provides opportunities for its members to work on authentic sustainability projects with industry, governmental and other key stakeholders who might not otherwise have the chance to collaborate and network <http://usbcsd.org>.

ABOUT THE POLLINATOR PARTNERSHIP (P2)

Established in 1997, the Pollinator Partnership is the largest 501(c) 3 non-profit organization dedicated exclusively to the health, protection, and conservation of all pollinating animals. Pollinator Partnership's actions for pollinators include education, conservation, restoration, policy, and research. P2's financial support comes through grants, gifts, memberships and donations from any interested party. Its policies are science-based, set by its board of directors, and never influenced by any donor. To make a donation or for information on events during Pollinator Week, visit www.pollinator.org.