

# MEDIA RELEASE

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## Isabella Rossellini Honored for Bee Films by International Group

The Pollinator Advocate Award is an international honor that recognizes individuals who have contributed significantly to pollinator protection, conservation, and issue outreach resulting in increased awareness of the importance of pollinators and pollination. Each year the North American Pollinator Protection Campaign (NAPPC) – a tri-national organization that works to address problems of pollinator decline and ecosystem protection – selects outstanding individuals that have championed the cause of pollinator conservation in their communities. This year Isabella Rossellini is receiving the honor for her short-film series advocacy campaign enlightened the life of bees and their struggles to survive.



The Pollinator Advocate Award designed by acclaimed artist James Randolph.



Actress Isabella Rossellini on the set of her award-winner honey bee films.

The plight of the honey bees in today's world of pathogens, chemicals, and declining habitat is familiar to many, especially in recent years with the appearance of Colony Collapse Disorder in the United States. But the true life of the honey bee, the mysteries of the hive, and how we can help bees – wild and managed – to survive in these challenging times remains uncommon knowledge.

In 2012 Ms Rossellini released a series of short films in partnership with Burt's Bees using social media as a vector for pollinator education. The voluptuous sovereign life of the Queen bee; the energetic and feisty lives of the work-bee sisters; the gluttonous and indulgent short life of the drone all captivated viewers.

Ms Rossellini's achievement will be celebrated at a VIP reception held at the Canadian Embassy in Washington DC on October 17, 2012 where she will receive the Pollinator Advocate Award.

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 have difficulty filtering air and freshwater for us and other wildlife. The world as we know it depends on pollinators. Pollinators depend on healthy clean habitat and factors such as uncontrolled development, agricultural intensification, chemical

misuse, and pathogen introduction are severely degrading their populations. Some species have seen a 90% decline in their populations over the last decade.

For more information about the Pollinator Advocate award and about the Pollinator Partnership and NAPPC please visit [www.pollinator.org](http://www.pollinator.org) or contact us at 415-362-1137.

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**NAPPC** is a collaborative effort of over 120 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.

The **Pollinator Partnership**, the largest organization in the world dedicated to the protection and promotion of pollinators and their ecosystems, is a non-profit 501(c)3 organization headquartered in San Francisco. Pollinator Partnership has offices and activities in Washington D.C., Louisiana, Nebraska, Iowa, Montana, Ohio, Arizona, Washington, and Canada.



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) for more information or call 415-362-1137.