



Our Future Flies on the Wings of Pollinators

FOR IMMEDIATE RELEASE

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New Buzz About the Birds and the Bees Pollinator Week Announced for June 24-30, 2007

San Francisco, CA (February 15) When the public campaign to protect pollinators kicks off in June, science talk about fertilization will be translated into good-natured environmental activities for all ages and pollinator-friendly practices for home and business.

According to a proclamation by Secretary of Agriculture Mike Johanns and a unanimous vote by the U.S. Senate, the first annual International Pollinator Week will be held June 24-30. The U.S. Postal Service will do a first day issue on Tuesday, June 26, of a booklet of 20 commemorative stamps entitled "Pollination," featuring the art of Steve Buchanan. He created an intricate graphic scheme showing bees, bats, birds, and butterflies pollinating plants and flowers to teach stamp-buyers about the ecological process and for use in communities and schools.

According to a 2006 report by The National Academy of Sciences, "There is direct evidence for decline of some pollinator species in North America." To protect pollinators, support biodiversity and a sustainable environment, people are being asked to take action: Watch for pollinators; Reduce Your Impact; Plant for Pollinators.

Nature lovers, along with those who work the land, such as farmers, ranchers, private and public land managers, plus people who live on and off the land, such as gardeners and those in the natural fabric, cosmetic, and food industries, are being invited to host activities, create pollinator havens, and to "buzz about" the birds, bees, and other pollinators that personally affect their lives and businesses.

International Pollinator Week is a project of the North American Pollinator Protection Campaign (NAPPC), a cooperative conservation partnership of more than 100 organizations and individuals who form global connections to sustain the environment. The Pollinator Partnership is managed by the non-profit CoEvolution Institute (CoE). To join or learn more, visit www.nappc.org and www.pollinator.org, a clearinghouse for Pollinator Week.

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(ELECTRONIC RESOURCES at www.pollinator.org include: (1) Fact Sheets on Pollination and for Gardeners, Public Land Managers, Educators and Students, Food Industry, Farmers and Ranchers; and (2) Full-color artwork on Pollination.)