

# MEDIA RELEASE



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## ***International Award Given to Dra. Isabel Ramirez***

**Washington, D.C. (Tuesday, October 25, 2011)**

For over a decade Dra. Isabel Ramirez has been supporting an epic migration that spans a continent. Her work with local citizens has preserved habitat and has given both the monarch butterflies and the community a second chance. For this reason she has been named the 2011 Pollinator Advocate for Mexico by the North American Pollinator Protection Campaign (NAPPC).

The Pollinator Advocate award is given each year as part of an international effort to promote public awareness about pollinators – birds, bees, bats, butterflies, beetles, and other animals that enable the reproduction of over 75 percent of flowering plants, accounting for as much as one-third of the nation’s food supply. Previous recipients include Hummingbird conservationist Humberto Berlanga from Mexico; the Musée de l’abeille in Canada for over 40 years of public education about honey bee conservation; and US House Representative Alcee L. Hastings for his work to ensure pollinator conservation provisions in the Farm Bill.

Dra. Ramirez has taken a lead role in promoting and protecting critical overwintering habitat for monarch butterflies in Mexico. Monarch butterflies fly over three thousand kilometers as they cross three counties each year on their quest for winter resting places and summer breeding zones. The challenges they face along the way include more than sheer distance – local landscape change, economically driven deforestation, and a changing climate impact them more and more each year.

Dra. Ramirez addresses conservation using outreach and scientific understanding. Her work in conservation action is supported by her research into how local land use change impacts the local climate at the Monarch Butterfly Reserve in Mexico; She strongly believes in engaging the public through education and outreach activities to encourage greater understanding, appreciation, and support of the challenge of monarch conservation.

Pollinator Advocates joining Dra. Ramirez in this honor include Dr. Clement Kent from Toronto, Canada in recognition of his work to develop local pollinator gardens; Jimmy Brown of Energy United, North Carolina, USA for initiating pollinator habitat management on rights-of-way; and Peter and Laura Berthelsen of Elba Nebraska, USA for their work in the farming and ranching community.

The multi-colored, cut-glass award that is presented to the winners features a hummingbird, bees, and a butterfly and was designed by artist James Randolph whose previous work includes the Air and Space Museum’s Challenger Tribute. The awards ceremony initiated the 10th Annual International NAPPC Conference, an annual meeting that brings together some of the country’s most prominent scientists and pollinator experts. NAPPC consists of 120-plus organizations in the U.S., Canada, and Mexico that work to promote public awareness of the importance of pollinators. NAPPC is managed by the non profit Pollinator Partnership. The NAPPC Conference is being hosted this year by the Smithsonian Institution. To learn more about the Pollinator Partnership and the North American Pollinator Protection Campaign visit [www.pollinator.org](http://www.pollinator.org).

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