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FOR IMMEDIATE RELEASE:

Be a Butterfly Hero: Botanical Interests and the National Wildlife Federation Help Save the Monarch Butterfly

Broomfield, CO. (March 4, 2015) – Botanical Interests and the [National Wildlife Federation](http://www.nwf.org) (NWF), America's largest wildlife conservation and education organization, are working to raise awareness of the Monarch Butterfly's decline through NWF's Butterfly Hero Campaign. NWF is giving away 10,000 Butterfly Hero Garden Kits, which include Botanical Interests seed packets, to help save the Monarch butterfly. Participants can receive the kit (while supplies last) by submitting a photo of themselves making the international sign language sign of the butterfly to NWF's Butterfly Heroes website at www.nwf.org/butterflyheroes.

Pollinators, which include the Monarch butterfly, are responsible for much of the food that we eat. Monarch butterflies spend the winter in Mexico or Central and Southern California, and then migrate north in the spring. During migration, they need places to rest their wings, drink flower nectar, and lay their eggs. Milkweed plants are a source of food for the monarch caterpillar, but milkweed has been greatly reduced by agricultural practices, development, and cropland conversion. Because of the loss of habitat and sustenance, the Monarch population has declined by approximately 90 percent in recent years, and without a renewed habitat, the Monarch cannot survive. NWF and Botanical Interests are asking people across the United States to sow milkweed and other butterfly-friendly varieties wherever they can (e.g., backyards, schools, businesses, parks, or community gardens) to provide habitats for the Monarch.

“It's important for home gardeners to create habitats for pollinators. They have such a long journey, and need welcoming areas of rest. In my own garden, I sow a plethora of flowers for visiting butterflies to feed on. I always include a patch of milkweed specifically for butterflies to lay their eggs, and for caterpillars to eat,” says Judy Seaborn, co-owner of Botanical Interests.

The Butterfly Heroes Campaign is organized by NWF and supported by Botanical Interests as part of a number of programs designed to inspire people to get outdoors, help wildlife, and become more aware



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of nature in their neighborhood and community. Learn more about NWF's monarch protection efforts at www.nwf.org/monarchs and www.nwf.org/pollinators.

For more information on butterfly-friendly varieties, visit www.botanicalinterests.com or your independent garden center.

[Botanical Interests](http://www.botanicalinterests.com) is a family-owned business offering more than 600 dependable varieties of non-GMO and untreated vegetable, herb, and flower seeds, many of which are also certified organic and heirloom. Because Botanical Interests aims to make the home gardener successful, they now offer gardening products, including seed tape and paper pots, while their seed packets include a wealth of sowing and other information. Seeds and products are available for purchase online and at independent garden centers, gourmet grocers, and health food stores throughout the United States.

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