



Botanical INTERESTS®

HIGH QUALITY SEED

Over 600 varieties  Organics • Heirlooms • Untreated • Family owned



FOR IMMEDIATE RELEASE:

Help Monarch Butterflies with Botanical Interests' Regional Butterfly Collections Now Available Online

Broomfield, CO. (May 12, 2015) – To raise awareness of the monarch butterfly's habitat loss, Botanical Interests now offers three regional butterfly collections in support of the [National Wildlife Federation's Butterfly Hero Campaign](#).

Each collection includes native milkweed varieties in addition to a selection of colorful flowers that attract butterflies and other pollinators to the home garden.

- **[Eastern Breeze Butterfly Collection](#)**: Milkweed Butterfly Flower (*Asclepias tuberosa*), Irresistible Blend Milkweed Butterfly Flower (*Asclepias incarnata*), Bring Home the Butterflies Flower Mix, and Cut & Come Again Zinnia
- **[Midwestern Flutter Butterfly Collection](#)**: Milkweed Butterfly Flower (*Asclepias tuberosa*), Common Milkweed Butterfly Flower* (*Asclepias syriaca*), Prairie Splendor Flower Mix, and Cut & Come Again Zinnia
- **[Western Glide Butterfly Collection](#)**: Milkweed Butterfly Flower (*Asclepias tuberosa*), Showy Milkweed Butterfly Flower* (*Asclepias speciosa*), Bring Home the Butterflies Flower Mix, and California Giants Zinnia

Milkweed is the only source of food for monarch caterpillars; however, it has been greatly reduced by agricultural practices, development, and cropland conversion. Because of loss of habitat and sustenance, the monarch population has declined by approximately 90 percent in recent years. The National Wildlife Federation (NWF) and Botanical Interests are asking people across the United States to grow milkweed and other butterfly-friendly varieties in their homes, schools, businesses, parks, or community gardens.

“As home gardeners, we believe doing a little in your garden can help a lot to replenish the monarch habitat,” says Judy Seaborn, co-founder of Botanical Interests.

In March 2015, Botanical Interests donated 16,000 milkweed packets to the NWF's Butterfly Garden Starter Kits. Currently, over 10,000 kits have been sent to home gardeners.

* New varieties for 2016 season



Botanical INTERESTS®

HIGH QUALITY SEED



Over 600 varieties  Organics • Heirlooms • Untreated • Family owned

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

***Botanical Interests** 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 help the home gardener be 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.*

Contact:
Jennifer Spainhower, Marketing Content Specialist
jennifert@botanicalinterests.com
720-880-7316