



## Bring Back the Pollinators Publicity Kit: Newsletter Blurb

Spread the word about pollinator conservation via your organization, agency or community's newsletters. You can copy or modify the language below to share anywhere, including:

- Email or print newsletters
- Blogs and websites
- Community forums
- Social media groups (check out our social media pack too!)

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(Under 300 Words)

### To Help Pollinators, Follow These Four Steps

It is National Pollinator Week! Pollinators—the small bees, flies, butterflies and other creatures essential for the reproduction of over 85% of the world's flowering plants and two-thirds of the world's crop species—aren't doing so well. Nearly a third of North American bumble bee species are at risk of extinction, and we lost an astonishing 22% of U.S. butterflies between 2000 and 2020.

The good news is that there are straightforward solutions that we can all contribute to in our own backyards. You can create conditions to support the entire life cycle of pollinators in any location, whether you tend an urban patio or a suburban yard, work in a city park or on a farm.

It takes just four simple steps:

1. **Grow Pollinator-Friendly Flowers.** Flowers provide the nectar and pollen that pollinators feed on. Growing the right flowers, shrubs, and trees with overlapping bloom times will support pollinators from spring through fall.
2. **Provide Nest Sites.** It is important to support all pollinator life stages, including eggs and larvae! For bees, leave patches of bare ground and brush piles, have plants and shrubs with hollow or pithy stems, or install nesting blocks. For butterflies and moths, plant their caterpillar host plants.

3. **Avoid Pesticides.** Pesticides, especially insecticides, are harmful to pollinators. Herbicides reduce food sources by removing flowers from the landscape. Fungicides can also have negative effects on bees. There are safer ways to manage issues!
4. **Spread the Word.** You can share information about pollinators on social media, talk with your neighbors, or spread the word with a pollinator habitat sign or pesticide-free sign.

Together, we can transform our neighborhoods and create healthier landscapes that will benefit us as well as pollinators. Find everything you need to get started at [BringBackThePollinators.org](http://BringBackThePollinators.org).

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(Under 200 words)

## To Help Pollinators, Follow These Four Steps

It is National Pollinator Week! While many of the pollinators we rely on are in decline, the good news is that it takes just four simple steps to support pollinators in any location, whether you tend an urban patio or a suburban yard, work in a city park or on a farm.

1. **Grow Pollinator-Friendly Flowers.** Growing the right flowers, shrubs, and trees with overlapping bloom times will provide pollinators with pollen and nectar from spring through fall.
2. **Provide Nest Sites.** It is important to support all pollinator life stages, including eggs and larvae! For bees, leave patches of bare ground and brush piles, have plants and shrubs with hollow or pithy stems, or install nesting blocks. For butterflies and moths, plant their caterpillar host plants.
3. **Avoid Pesticides.** Pesticides, especially insecticides, are harmful to pollinators. There are safer ways to manage issues!
4. **Spread the Word.** You can share information about pollinators on social media, talk with your neighbors, or spread the word with a pollinator habitat sign or pesticide-free sign.

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