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Desert Hot Springs Mayor Matas Takes the National Wildlife Federation's "Mayors' Monarch Pledge" to Help Save the Monarch Butterfly

[Desert Hot Springs, CA] - (February 28, 2017) – Last Tuesday, [Desert Hot Springs Mayor Matas] took the National Wildlife Federation's Mayors' Monarch Pledge, committing to take [8 out of the 25] actions to help the monarch and other pollinators. Desert Hot Springs is now part of a national collaboration of mayors and local government chief executives to help save the declining monarch butterfly.

While monarchs are found across the United States — numbering some 1 billion in 1996 — their numbers have declined significantly in recent years, a result of numerous threats, particularly loss of habitat due to agricultural practices, development and cropland conversion. Degradation of wintering habitat in Mexico and California has also had a negative impact on the species.

"Mayors and other local government officials play a pivotal role in advancing monarch butterfly conservation in urban and suburban areas," said Collin O'Mara, president and CEO of the National Wildlife Federation. "By working together we can ensure that every American child has a chance to experience majestic monarchs in their backyards and communities."

Through the National Wildlife Federation's Mayors' Monarch Pledge, cities and municipalities commit to create habitat and educate citizens on the ways they can make a difference at home or in their community. Mayors who take the pledge commit to at least 3 of 25 action items to help save the monarch butterfly. These actions include creating a monarch-friendly demonstration garden at city hall, converting abandoned lots to monarch habitat, changing mowing schedules to allow milkweed to grow unimpeded and 22 other possible actions.

[I was grew up in this community and the only way assist with change is to get involved. So when Comm. Grant suggested taking the Mayor's Monarch Pledge for the launch of the Yard Beautification Program I readily accepted.] & [Mayor Matas believes under his administration

EXHIBIT 2 PRESS RELEASE TEMPLATE

and with support of the Community & Cultural Affairs Commission and the launch of the newly revised Yard Beautification Program with the teamwork we can easily reach the goals in a year's time frame and be added to the leader circle supporting Monarch's.

Learn more at NWF.org/MayorsMonarchPledge and get more updates from the National Wildlife Federation at NWF.org/News.

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