



OFFICE OF THE MAYOR

# CITY OF DESERT HOT SPRINGS

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## **FOR IMMEDIATE RELEASE**

### **Desert Hot Springs Mayor – Scott Matas Takes “Monarch Pledge”**

**Desert Hot Springs, March 8, 2017:** Mayor Scott Matas has taken the National Wildlife Federation’s “Mayors’ Monarch Pledge” to help save the Monarch Butterfly population, and is committed to take actions to help the species, as well as other pollinating insects.

Desert Hot Springs is now part of a national collaboration of mayors and local government Chief Executives, to help save the declining population of the monarch butterfly. While Monarchs are found across the United States – numbering some 1 billion in 1996 – their numbers have declined significantly in recent years as a result of numerous threats, particularly a loss of habitat due to agricultural practices, land development and cropland conversion. Degradation of wintering habitats 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 Mayor’s Monarch Pledge, cities and municipalities commit to create a 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 three of 25 action items to help save the Monarch Butterfly. The actions that the City of Desert Hot Springs will be taking are the following:

1. Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species’ need for habitat.
2. Launch a public communication effort to encourage citizens to plan monarch gardens at their homes or in their neighborhoods.
3. Host or support a native plant sale or milkweed seed giveaway event.
4. Facilitate or support a milkweed seed collection and propagation effort.
5. Launch a program to plant native milkweeds and nectar plants in school gardens by engaging students, teachers and the community.
6. Create a monarch neighborhood challenge to engage neighborhoods and homeowners’ associations within the city to create habitat for the monarch butterfly.
7. Add milkweed and nectar producing plants in community gardens.
8. Remove milkweed from the list of noxious plants in city weed/landscaping ordinances.
9. Suggest to city property managers to consider the use of native milkweed and nectar plants at city properties where appropriate.

## EXHIBIT 3 CITY OF DHS DRAFT PRESS RELEASE

This particular Pledge has great local interest, as it also relates to the past unveiling of Jeffery Spakes' one-of-a-kind metal butterfly sculptures on Saturday March 11, 2017.

**Submitted By:** Michael Picardi – Volunteer for the Mayor

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*For more information please visit [www.NWF.org/MayorsMonarchPledge](http://www.NWF.org/MayorsMonarchPledge). More updates can be found from the National Wildlife Federation at [www.NWF.org/News](http://www.NWF.org/News).*

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