

FOR IMMEDIATE RELEASE

Protecting EG's pollinators one lawn at a time!

(East Gwillimbury, ON) April 30, 2021 - The Environmental Advisory Committee (EAC) is excited to announce the launch of its No Mow May Pollinator Awareness Challenge! During the month of May, residents are asked to avoid mowing their lawns to support pollinators during this crucial spring season.

Pollinators seek their first food source of the season during spring, which are typically weeds and other flowers that grow in lawns. Participating in this challenge will not only increase their food supply, but it will also prevent the disturbance of overwintering insects and amphibians that may be hiding in leaves and lawns. Current research shows that a mass extinction of insects is underway. Of particular concern in recent years, is the decline of the bee population. To help combat these issues, consider joining the No Mow May Challenge this May!

How to participate?

To join the No Mow May Challenge, please complete the online application form at www.eastgwillimbury.ca/nomowmay. Residents may include donations along with their application that will directly support the David Suzuki Foundation's Butterfly Way Project. Donations of \$5 or more will have a lawn sign delivered to their home by the EAC to show their neighbours that they have taken the pledge and will be supporting No Mow May. For more information, and to take the pledge, please visit our website.

All residents that participate and do not mow their lawn until June 1 will be entered into a draw for a grand prize valued at \$130 from the Queensville Farm Supply. The winner will be announced on the Town's social media channels in early June.

To learn more about the David Suzuki Foundation's Butterfly Way Project, visit <https://davidsuzuki.org/take-action/act-locally/butterflyway/>

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For more information:

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