



NATIONAL 4-H
COUNCIL



CORTEVA™
agriscience

*******MEDIA ADVISORY*******

Local 4-H Youth Build Habitat to Support Pollinators in [insert community name]

WHAT: [insert number] local 4-H students are working to increase pollinator habitats and populations in [insert community name] through a Community Pollinator Event.

The event will bring together youth from throughout the community to spark excitement and awareness of pollinators and pollinator gardens for those who have never been involved in agriculture before. Youth will be challenged to learn how increasing biodiversity, specifically by increasing habitat for pollinators, benefits the food supply and agriculture.

The collaborative, hands-on, Community Pollinator Event will help participants understand why pollinators are an essential component in food production, how they play a significant economic role in agriculture, all while helping the natural environment thrive. Youth will walk away from the event understanding ways to increase biodiversity and establish their own pollinator gardens, ensuring that pollinators have access to food and nesting sites, making habitat available for other animals as well.

The Community Pollinator Event is part of the 4-H Pollinator Habitat Program presented by National 4-H Council and Corteva Agriscience. The program aims to engage youth in a variety of ways on the importance of habitat for pollinators and to establish quality pollinator habitat at approximately eight sites across the country annually. Students in Arizona, California, Idaho, Kansas, Nevada, Tennessee, Wisconsin and West Virginia have the opportunity to participate in the 4-H Pollinator Habitat Program throughout the next year.

WHEN: [INSERT DAY, DATE, TIME OF EVENT]

WHERE: [INSERT NAME OF 4-H CAMP/EVENT]
[INSERT LOCATION AND ADDRESS OF EVENT]

###

Contact:
[INSERT CONTACT NAME, TITLE, AFFILIATION]
[INSERT PHONE / EMAIL]