



## Press Release

### **Students Across Canada Encouraged to “March for Monarchs” New “Monarch Mayhem” Initiative Promotes Pollinator Awareness in Elementary and High Schools**

**OTTAWA, August 5th, 2020**— A new “Monarch Mayhem” program targeting teachers of Canadian students in elementary and high schools is being made available this October to help raise awareness of the annual fall migration of Monarchs from Canada to Mexico.

On October 6<sup>th</sup>, 2020, teachers are encouraged to implement the “Monarch Mayhem” initiative, which includes in-class lessons for grades 1 through 12, a schoolyard “bioblitz,” pollinator-friendly gardening, and the “Monarch March,” an interactive activity that encourages students to run or walk in support of Monarch awareness. The goal is to get students to march a cumulative 4,000km, the same distance monarchs travel from southern Canada to their overwintering grounds in Mexico. The “Monarch Mayhem” initiative was developed by Niagara Falls resident Caitlin Brant during her time with the Canadian Conservation Corps (CCC), a conservation education program developed by the Canadian Wildlife Federation (CWF).

“It is important, especially with the events of 2020, for young people to have something to look forward to, celebrate and to connect with nature,” said Caitlin. “My hope is that teachers across the country incorporate the Monarch Mayhem program into their fall curriculum. Anything we can do to help Monarch populations recover is a step in the right direction for the species.”

The Canadian Conservation Corps is a three-stage CWF program funded by the Government of Canada through their Canada Service Corps initiative. Caitlin developed her “Monarch Mayhem” program as her CCC stage three project. She was also a recent recipient of a Rising Youth grant and won the Young Nature Leader award from Women for Nature to complete this project.

Teachers who are interested in the program can sign up via the website: [www.monarchmayhem.ca](http://www.monarchmayhem.ca). Sign up early to receive a ‘welcome package’ including native seeds, pollinator-inspired snacks and more!

For more information on the project visit [www.monarchmayhem.ca](http://www.monarchmayhem.ca). For information on the Canadian Conservation Corps visit [www.CanadianConservationCorps.ca](http://www.CanadianConservationCorps.ca) #LeadersToday #CCC #MonarchMayhem #MonarchMarch #CCCAdventure #RisingYouth.



Funded by the  
Government of Canada



**About the Canadian Conservation Corps**

The Canadian Conservation Corps is a nine-month program created by the Canadian Wildlife Federation. Funded by the Government of Canada under the Canada Service Corps program this unique opportunity inspires young adults aged 18-30 to build a better Canada by giving back. Visit

[CanadianConservationCorps.ca](http://CanadianConservationCorps.ca) to find out more about wilderness training, conservation field learning and youth-led service projects across the country. #CCCAdventure #CanadaServiceCorps #LeadersToday

**About the Canadian Wildlife Federation:**

The Canadian Wildlife Federation is a national, not-for-profit charitable organization dedicated to fostering awareness and appreciation of our natural world. By spreading knowledge of human impacts on the environment, carrying out research, developing and delivering education programs, promoting the sustainable use of natural resources, recommending changes to policy and co-operating with like-minded partners, CWF encourages a future in which Canadians can live in harmony with nature. For more information visit [CanadianWildlifeFederation.ca](http://CanadianWildlifeFederation.ca).

**Contact:**

Please fill out the contact us form at [monarchmayhem.ca/contact.html](http://monarchmayhem.ca/contact.html) or email [monarchmayhemcanada@gmail.com](mailto:monarchmayhemcanada@gmail.com) to speak with Caitlin Brant, Program Manager.