



City of Branson

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FOR IMMEDIATE RELEASE

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MEDIA RELEASE

City of Branson Hosts Special Event on Saturday: 'Bringing Monarch Butterflies Back to Branson'

Branson, MO – The City of Branson invites the public to a **Monarch butterfly educational program on Saturday, October 8 at the Taneyhills Library. The program begins at 10:00 AM** and will include a special movie for all ages, stories and gifts for children.

Monarch butterfly populations have declined by 90% in the past 20 years, and Mayor Karen Best is leading the way to protect and sustain the remaining Monarchs as they fly over Branson in the fall and spring seasons each year. City of Branson staff will share ways that community members can get involved with the 'Mayor's Milkweed for Monarchs' program.



A second presentation will be held at 1:00 PM at Wild Birds Unlimited in Branson, providing information on Monarchs and the native plants required for their vitality, and interested parties will be able to purchase milkweed and nectar plants all day at this location. Additionally, Cedarbrook Gardens in Notch, MO will have these plants available for purchase.

City staff and Master Naturalists are planting nearly 300 milkweed plants on city properties throughout Branson, which are required for Monarchs to lay their eggs and feed the Monarch caterpillars. Nectar plants have also been added to landscapes at the Recycle Center, Fire Station 2 and the Branson Convention Center. The City will also be planting milkweed and nectar plants at Lakeside Forest, Stockstill Park and at the Branson/Lakes Area Chamber of Commerce.

Through October 13, The Butterfly Palace is sponsoring 'Monarch Week' and will be showing Monarch movies to better inform the public about this beautiful species. Taney and Stone County residents may tour The Butterfly Palace year round at a local area rate of \$5.00 per person, and children 3 years of age and under are free. For more information, visit www.TheButterflyPalace.com.

More information about the '**Mayors for Monarchs**' initiative may be found online by visiting <http://monarchjointventure.org>.

Additionally, information about the efforts of the City of Branson Sustainability Council to save the Monarch Butterfly or to become a Monarch Butterfly Partner is available by contacting **Mona Menezes, City of Branson Engineering/Sustainability at (417) 337-8566 or mmenezes@bransonmo.gov**.

Visit the City of Branson website at www.BransonMO.Gov for regular news and updates. Visitors may subscribe to receive notification via SMS/text or email as information is released at: <http://mo-branson.civicplus.com/list.aspx>. **“Follow” @CityOfBranson on Twitter, and “Like” us on Facebook at www.facebook.com/CityBranson and www.facebook.com/Branson.Missouri.9**

Media inquiries related to this content may be directed to Jennifer Langford, Communications Manager, City of Branson at JLangford@BransonMO.gov or by calling 417.337.0017.

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ABOUT THE MISSOURI MASTER NATURALIST™ PROGRAM

The Missouri Master Naturalist™ program is a community-based natural resource education and volunteer service program for adults sponsored by MDC and the University of Missouri Extension. Its mission is to engage Missourians in the stewardship of our state's natural resources through science-based education and volunteer community service. Missouri Master Naturalist volunteers support conservation efforts and natural resource education in their local communities.

To become a certified Master Naturalist, participants must complete an initial training course and eight hours of advanced training, as well as contribute 40 hours of natural resource-related volunteer service through a local chapter.

ABOUT THE CITY OF BRANSON, MISSOURI

Located in Southwest Missouri, the City of Branson is committed to its citizens and to those who visit here, to ensure a safe and environmentally sound community. We will work as a team to maintain and promote the growth of our City, and to provide professional, courteous service to all through fair and open communication. We look to tomorrow, remembering yesterday, dedicated to excellence today.