



## City of Branson

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## FOR IMMEDIATE RELEASE

Friday, October 14, 2016

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## MEDIA RELEASE

### “Monarch Mingle” Welcomes Citizens and Businesses for Monarch Butterfly Restoration Effort

**Branson, MO** – City of Branson Mayor Karen Best invites the community to join her along with city officials, staff and a variety of partners to participate in “**Monarch Mingle**,” a networking event to learn more about bringing Monarch butterflies back to the Ozarks area.

On **Thursday, October 20<sup>th</sup>** this event will be held from **4:00-5:00PM** at **Branson City Hall**. Enthusiasts and supporters will join forces to plan for local collaborative efforts. Free wildflower and milkweed seed packets will be available at the Monarch Mingle.



Modern landscaping and farming practices have nearly eliminated the natural habitat required by Monarchs as they migrate over the Ozarks. Under the City of Branson “Mayor’s Milkweed for Monarchs” campaign, Mayor Best has signed the “[Mayors Monarch Pledge](#)” declaring the city’s support for Monarch initiatives and its commitment to eight or more action items required of the multi-state effort. **Mayor Karen Best was the 199th mayor throughout the Midwest** committed to helping save the Monarch Butterfly whose populations have declined by 90% in the past two decades.

Modern landscaping and farming practices have nearly eliminated Monarch habitat. Sixteen Branson businesses and individuals have already created or are committed to create new Monarch habitat, including Branson Convention Center, Cox Health, Silver Dollar City, Showboat Branson Belle, Ballparks of America, Branson/Lakes Area Chamber of Commerce and Boys and Girls Club of the Ozarks.

More information about the Mayors for Monarchs initiative is found at <http://monarchjointventure.org>.

For more information about the City of Branson Sustainability Council’s initiatives to save the Monarch Butterfly or to become a Monarch Butterfly Partner, contact Mona Menezes, City of Branson Engineering at (417) 337-8566 or [mmenezes@bransonmo.gov](mailto:mmenezes@bransonmo.gov).

Visit the City of Branson website at [www.BransonMO.Gov](http://www.BransonMO.Gov) and sign up to receive notification of regular news and updates via SMS/email at <http://mo-branson.civicplus.com/list.aspx>. “Follow”

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

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**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.