

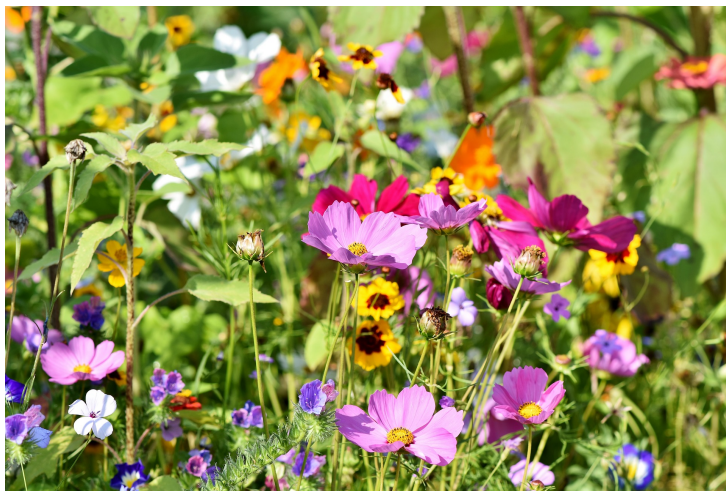


BEE FRIENDLY TRUST
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PRESS RELEASE

For immediate release: 25th June 2020

Bee-Friendly Charity Pledges to Sow 100,000 Wildflower Seeds for Pollinators



- Conservation charity, the Bee Friendly Trust is calling on the public to sow wildflower seeds during Bees' Needs Week (13-19 July 2020), as part of its 'Cover the Country with Wildflowers' campaign
- The charity hopes to create 1,000 new floral habitats for honey bees and other pollinators – in just seven days
- One third of the UK's bee population has disappeared over the past decade

Imagine a world without bees. There would be fewer flowers and fewer foods on our plates. Yet numbers of these vital pollinators continue to decline – in part due to habitat loss.

Lockdown has demonstrated the impact wildflower spaces can have on pollinator populations; delays in the strimming of road verges and other sites have enabled wildlife to thrive. To ensure this continues as social distancing measures are lifted, conservation charity the Bee Friendly Trust has pledged to sow 100,000 wildflower seeds around the UK throughout Bees' Needs Week, as part of its 'Cover the Country with Wildflowers' campaign.

Bees' Needs Week (13-19 July 2020) is an annual event, coordinated by Defra (the Department for Environment, Food and Rural Affairs), working alongside charities, businesses, conservation groups and academic institutions to raise awareness of bees and other pollinators.

As a result of Covid-19, Bees' Needs Week is taking place virtually in 2020 but, by distributing packets of wildflower seeds in return for a small donation, the Bee Friendly Trust hopes to bring wildlife to the homes and neighbourhoods of the nation.



Luke Dixon, founder of the Bee Friendly Trust, says: 'Sowing wildlife seeds is a simple activity that all ages can enjoy but it makes a real difference, providing bees and other pollinators with vital forage and habitats in which they can thrive. You don't even need a garden – seeds sown in pots, placed on windowsills, doorsteps or balconies, or even

scattered on patches of neglected land near where you live, can create buzzing wildflower areas to support the country's pollinator populations.'

To take part in the Bee Friendly Trust's 'Cover the Country with Wildflowers' campaign, simply email emma@beefriendlytrust.org with your name, address and donation amount. Each donation of £5 and above will receive a packet of wildflower seeds to sow during Bees Needs' Week.

ENDS

For further information and high-res images to support this story, or to arrange an interview with a member of the Bee Friendly Trust team, please contact: Emma Pritchard, emma@beefriendlytrust.org / 07971 880695

Editor's note:

The Bee Friendly Trust was founded in 2015 to give honey bees and other pollinators the habitats they need to thrive – and to inspire individuals and communities to nurture and sustain these habitats for the future. It is doing this in many ways:

- By installing bee-friendly flowering planters along existing transport lines, and working with railway authorities, community groups, station staff and local volunteers, to establish an interconnected network of pollinator corridors and habitats
- By creating micro wildlife reserves on areas of disused land, complete with educational signage, to engage and educate adults and children, alike
- By liaising with architects and developers to create a new generation of pollinator-friendly sites
- By leading educational workshops and participatory sessions at schools and festivals nationwide, via its 'BeeDome', a creative and interactive space

Current projects include working with Transport for London, South West Trains, Network Rail and Community Rail Partnerships to install planters and micro nature reserves on train stations nationwide. The Bee Friendly Trust relies heavily on public donation and volunteer support. To find out more, visit www.beefriendlytrust.org.

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