



# **CITY OF FORT BRAGG**

## **NEWS RELEASE**

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*July 21, 2016*

*FOR IMMEDIATE RELEASE*

### **FORT BRAGG BECOMES FIRST BEE CITY USA® IN CALIFORNIA**

The Fort Bragg City Council unanimously agreed that Fort Bragg will become a Bee City USA®, making it the first city in California to receive the Bee City USA designation. Bee City USA is a nonprofit national organization that fosters ongoing dialogue in urban areas to raise awareness of the role pollinators play in sustaining three-quarters of the world's plant species, and how each of us can help provide healthy habitats for pollinators.

The City Council received encouragement to pursue the Bee City USA designation from the community and Bee Bold Mendocino, a local non-profit that advocates for bees and pollinators throughout Mendocino County. Lavender Cinnamon and Paul Katzeff of Bee Bold Mendocino and Thanksgiving Coffee Company presented the proposal as part of their ongoing effort to make Mendocino County bee friendly. At a recent City Council meeting, Scott Schneider, Administrative Services Director, presented the designated Bee City USA requirements to City Council members and the public. These include an annual celebration, signage and ongoing education raising awareness of the importance of pollinators and bees in our everyday lives.

“Our City Council let it be known that Fort Bragg understands the importance of sustaining pollinators, and wants to do everything we can to make the city more pollinator-friendly and ‘bee’ part of the solution” states Fort Bragg Mayor Dave Turner. “We are proud to be the first Bee City USA in California and thank Bee Bold Mendocino for bringing the opportunity to our attention.”

Bee City USA founder and director, Phyllis Stiles explains, “The program aspires to make people more PC (“pollinator conscious,” that is). As more and more individuals and communities begin planting native, pesticide-free flowering trees, shrubs and perennials, it will create large-scale change for thousands of species of pollinators at risk. How each city or county celebrates pollinators is up to them, but we especially encourage educational programs for children, like school gardens. When a child falls in love with pollinators, they are friends for life.”

Lavender Cinnamon of Bee Bold Mendocino, said, “We are hopeful that each of the four cities in Mendocino County will be designated as a Bee City USA. I am grateful to Fort Bragg for becoming the first to lead the way to a bee friendly county. Fort Bragg is the ideal first candidate for certification, it is a city of gardeners and gardens: it has the garden club, the school gardens, numerous community gardens at nonprofit organizations, the farm to school program of Noyo Food Forest, and of course the Mendocino Coast Botanical Gardens.”

"Bee Bold" is the project name of Friends of the Earth's national effort to educate Americans about the importance of bees as pollinators and of their imminent decline. Bee Bold Coffee is sold under an exclusive licensing agreement between Thanksgiving Coffee Company and Friends of the Earth.

Thanksgiving Coffee Company, celebrating its 44th year roasting coffee in Ft. Bragg, California, created an exclusive coffee package called Bee Bold to help fund Bee Bold Mendocino. One dollar of every package sold is donated to Bee Bold Mendocino. The new community organization is bringing together community activists involved in keeping bees, gardeners with bee-friendly gardens, and anti-pesticide activists. The stated goal of Bee Bold Mendocino is to educate Mendocino County citizens about how to help the bees survive here and ultimately vote for a positive ballot initiative in November, 2017 containing regulations that support our bee populations and prohibit activities that harm both commercial hives and wild bee populations. An educated citizenry is the first step. Bee Bold: join us in celebrating our pollinators!

"I am delighted that the City of Fort Bragg saw the wisdom of becoming a Bee City USA," said Tanya Wyldflower, a local beekeeper, and one of the founders of the Mendocino Coastal Bee Keepers group, with over 200 community members. "We are continually told how deeply gratifying bee keeping is, and how our local residents love to contribute to a healthy ecosystem here on the coast. Supporting our pollinators is essential to our community's survival."

For more information about the Bee City USA organization visit [www.beecityusa.org](http://www.beecityusa.org) or email Director Phyllis Stiles at [beecityusa@gmail.com](mailto:beecityusa@gmail.com).

For more information about Fort Bragg's Bee City USA program, contact Scott Schneider, Administrative Services Director, City of Fort Bragg, at (707)961-2843.

For more information on Bee Bold Mendocino and how to create a grass roots pollinator movement in your city, go to [www.facebook.com/beeboldmendo](http://www.facebook.com/beeboldmendo) or contact Lavender Cinnamon at (707)964-0118 ext. 250.