



COMMUNIQUÉ DE PRESSE POUR DIFFUSION IMMÉDIATE

Vaudreuil-Dorion becomes a *Monarch-friendly city*

Vaudreuil-Dorion, July 13, 2021 – The City of Vaudreuil-Dorion is proud to announce it obtained certification from the David Suzuki Foundation at the end of June to become a Monarch-friendly city. This undertaking demonstrates the City's commitment towards preserving monarch habitats through 18 concrete actions, which earned the City distinction at the silver level.

To date, more than 340 mayors and municipal leaders in the United States have pledged to help save the monarch. In Quebec, the initiative first made its appearance in June 2017. Vaudreuil-Dorion is the 81st municipality in the province to receive this certification.

City Councillor and Chair of the Environment Committee Jasmine Sharma is delighted with the City's commitment to the cause: "Preserving the environment for future generations is important to the City of Vaudreuil-Dorion. This certification goes hand in hand with the City's values related to sustainable development. We are convinced that the population will join this movement and that our collective efforts will make a difference in this fight for the butterfly's survival. For several years now, the City has implemented various initiatives to promote the presence of pollinators, including the installation of insect hotels and the planting of native milkweed and nectar-producing plants along road medians or public rights-of-way. A concrete action plan will help perpetuate and broaden these commitments in relation to the *Monarch-friendly City* certification. Citizens will also be called upon to take part in various operations to help restore the monarch's habitat. The City already encourages citizens to take action by promoting biodiversity in their lawns, providing space for native plants in their landscaping and avoiding the use of pesticides.

"Municipalities play a crucial role in the conservation of monarchs and their habitat. They can take simple actions that will have a positive impact on the species and other pollinators, and educate their citizens about the importance of participating in this conservation effort. We welcome Vaudreuil-Dorion's commitment to take concrete action to protect monarchs and their habitat. We hope it will serve as an example to inspire other municipalities to join this vast movement to protect the iconic butterfly," said Julie Roy, Public Engagement Specialist for the David Suzuki Foundation.

THE MONARCH'S OASIS

One of the criteria for obtaining certification was to perform an action in the category for *Demonstration Gardens and Other Activities*. To that end, in 2022, the City will create a garden of this type in a public area on the territory.

AN INITIATIVE TO ACT: THE BUTTERFLY EFFECT

We should remember that the Monarch butterfly is an endangered species: its population has fallen by 90% over the last two decades. Scientists attribute this decline to the degradation and loss of breeding habitats. However, municipalities can play a key role in protecting the habitat of this iconic butterfly and helping to safeguard this species. In order to encourage municipalities to take concrete action to protect the monarch, the David Suzuki Foundation, in partnership with *Space for Life*, has launched the *Monarch-Friendly City* initiative in Quebec, which aims to implement measures to restore monarch habitats and raise awareness among citizens.

For more information: effetpapillon.davidsuzuki.org.

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