

# MEDIA RELEASE

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## Master Gardener Honoured for Seeding Change on Ontario's Roadsides

The Pollinator Advocate Award is an international honour that recognizes individuals who have contributed significantly to pollinator protection, conservation, and issue outreach resulting in increased awareness of the importance of pollinators and pollination. Each year the North American Pollinator Protection Campaign (NAPPC) – a tri-national organization that works to address problems of pollinator decline and ecosystem protection – selects outstanding individuals that have championed the cause of pollinator conservation in their communities. This year Carol Dunk, President of the Ontario Horticultural Society, is the distinguished recipient of the Pollinator Advocate Award for Canada.



The Pollinator Advocate Award designed by acclaimed artist James Randolph.



A pollinator roadside planting.

Carol Dunk began putting wildflowers in unusual places to make trips along the highway a little more appealing, and from that *Roadsides* was born. The first Pollinator Patch was planted by Carol and others in her hometown of Barrie, Ontario, in May of 2010, and serves as an example of what can be done by a small group of volunteers. This small step pollinated a network of roadside plantings that are transforming the transportation corridors of Southern Ontario,

*Roadsides* began with the idea of improving views for passing motorists. The program now works to educate the public on the roles that pollinators play in beautifying the world around us. This small rural initiative is growing with an ambitious goal of converting all of Ontario's roadsides to pollinator habitat.

Carol's achievement will be celebrated at a VIP reception held at the Canadian Embassy in Washington DC on October 17, 2012. She will share this evening with the other pollinator and farmer-rancher award winners, including Isabella Rossellini (USA) who is being recognized for her short film series that demystifies the lives of honey bees and advocates for the conservation of all pollinators; Dr. Rodrigo Medellin (Mexico), who is being recognized for over two decades of work in bat conservation and advocacy. Canadian Farmer-Rancher Award winners Don and Marie Ruzicka of Sunrise Farm in Killam, Alberta and USA Farmer-Rancher Award winner Mark Wagoner of Wagoner Touchet Farms in Touchet, WA are also honour for their pollinator conservation work in agriculture.

Without pollinators we would lose one third of our diet, nearly all of our high-nutrient food, most terrestrial ecosystems would collapse, important plant species that provide the raw materials for medicines would die out, and the biosphere would stop filtering air and freshwater for us and other wildlife. Factors such as uncontrolled development, agricultural intensification, chemical misuse, and pathogen introduction are decimating their populations. For more information on pollinators and this award please visit [www.pollinator.org](http://www.pollinator.org) or contact Vicki Wojcik at [vw@pollinator.org](mailto:vw@pollinator.org), 415-362-1137.

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**NAPPC** is a collaborative effort of over 120 organizations in the U.S., Canada, and Mexico whose common goal is to promote awareness of the essential role that pollinators play in food systems and ecosystems, and to provide the public with simple, effective ways to engage in environmental stewardship.

The **Pollinator Partnership**, the largest organization in the world dedicated to the protection and promotion of pollinators and their ecosystems, is a non-profit 501(c)3 organization headquartered in San Francisco. Pollinator Partnership has offices and activities in Washington D.C., Louisiana, Nebraska, Iowa, Montana, Ohio, Arizona, Washington, and Canada.



To learn more about the NAPPC and the Pollinator Partnership visit [www.pollinator.org](http://www.pollinator.org) or contact [info@pollinator.org](mailto:info@pollinator.org) for more information or call 415-362-1137.