



Geneva Lake  
Conservancy

## Press Release

Contact: Maddie Olivieri

Phone: 773-245-6856

FOR IMMEDIATE RELEASE (All Walworth County)

July 26<sup>th</sup>, 2021

### **Help tag Monarchs and engage in citizen science with Geneva Lake Conservancy**

**Helen Rohner Children's Fishing Park: Saturday, August 14<sup>th</sup>, 2021.** Join Geneva Lake Conservancy for the second installment of its Summer 2021 Butterfly Series on August 14<sup>th</sup> at 10am. The Conservancy is working with local science teacher from Traver Elementary School, Eric Parmelee, to teach children how to tag Monarchs at Helen Rohner Children's Fishing Park, located at 159 Elkhorn Road, Williams Bay.

Tagging involves placing a small sticker on the butterflies' hindwings so that its migration patterns may be tracked and recorded for scientific purposes. The butterflies start their journey thousands of miles south to Mexico in September, meaning that mid-August is a crucial time for Monarch tagging.

According to Parmelee, tagging Monarchs is just one way that we can teach the next generation to be better stewards of the land. "The Monarch tagging program is a citizen science program for all ages and gives everyone the chance to be part of a large-scale scientific study," Parmelee said. "Monarchs help in conservation efforts to save thousands of pollinators. This is important to everyone because one out of every three bites of food depends on the existence of pollinators."

There will be anywhere between 25-50 butterflies to tag. Parmelee will also discuss the monarch migration patterns and lifecycle. All are welcome to attend this free event; registration is not required but encouraged. The registration form can be found at [www.genevalakeconservancy.org](http://www.genevalakeconservancy.org)

Geneva Lake Conservancy is an accredited land trust that has protected almost 3,000 acres in Walworth County. With offices in Fontana, the land trust has 5 public nature preserves, including Helen Rohner Children's Fishing Park. For more information, go to its website at [www.genevalakeconservancy.org](http://www.genevalakeconservancy.org)



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*Eric Parmelee and his children Willow, Hunter, and Forrest smile after Geneva Lake Conservancy's July 2<sup>nd</sup> butterfly release-event with two-hundred and fifty live Monarchs.*