

Julie Cormier
EcoVision2025 Strategy
(506) 577-2071 info@visionh2o.com



PRESS RELEASE
For immediate release

No Mow May Campaign

The Mayors of Shediac, Beaubassin-est and Cap-Pelé are pleased to announce their municipality's participation in the *No Mow May* campaign.

During the month of May, residents are encouraged not to mow their lawn, or at least to let a portion of it grow. This is in support of pollinators as they search for their first food source during this crucial spring season. Pollinators such as bees and butterflies feed on the nectar and pollen of flowers growing in the area. By participating, you will not only increase their food source, but you will also avoid disturbing the beneficial insects that hide in the dead leaves and lawns.

The disappearance and decline of many pollinator species are raising concerns for local watershed groups, the Shediac Bay Watershed Association and Vision H₂O of Cap-Pelé/Beaubassin-est. "Pollinators are key species in our local ecosystems, and without them, our food supply and natural infrastructure are at risk," explains Julie Cormier of Vision H₂O. A lot of research has been published around the world on this topic.

In addition, by allowing lawns to grow in May, the grasses and plants will act as buffers to reduce stormwater runoff and the flow of debris and pollutants into sewers and waterways. Also, more rain will be absorbed, which will help recharge our groundwater supply.

This initiative is part of the EcoVision 2025 strategy, which aims to ensure a healthy environment and a high quality of life for the region's citizens.

-30-

