



Saving butterflies, moths and our environment

**Butterfly  
Conservation**

**PRESS  
RELEASE**  
for immediate release

## **Saving butterflies for 50 years**

Sir David Attenborough is urging people across Hertfordshire to spend Saturday 10 March taking action for butterflies to mark the 50<sup>th</sup> anniversary of wildlife charity Butterfly Conservation (BC).

The charity is celebrating its landmark birthday by holding a UK-wide conservation day of action, where it's hoped a record number of people will learn more about practical work to improve and create habitats for their local butterfly and moth species.

More than three-quarters of the UK's butterflies and two-thirds of our larger moths have declined in the last 40 years.

BC President Sir David Attenborough said: "Half a century ago a small group of naturalists became so concerned about the plight of the UK's butterflies that they decided to join forces to protect them.

"That organisation became Butterfly Conservation and 50 years later the need for people who care about our butterflies and moths is greater than ever before.

"You can do your bit for butterflies by taking part in Butterfly Conservation's Day of Action on Saturday 10th March. By working together we can all take some simple steps to provide butterflies with a future."

People are invited to join BC's Hertfordshire and Middlesex Branch from 10.30am at the Millhoppers Pasture Reserve near Wilstone village, just a couple of miles north-west of Tring.

The reserve is home to around 21 species of butterfly, including the Ringlet and Marbled White.

Branch Chair Malcolm Hull said: "Please join us at Millhoppers Pasture to celebrate our special birthday and help us maintain this wonderful site for our local butterflies.

"We will be offering guided walks around the reserve and there will be displays on the conservation and habitat management that takes place there throughout the year. You'll also get a chance to help us with some of this work.

"BC Branches from all over the UK will be holding similar anniversary events on Saturday 10 March, so this could end up being one of the biggest conservation days in BC's history."

BC was founded in March 1968 and is now one of the largest insect conservation organisations in the world.

The charity runs projects to protect more than 100 threatened species, as well as conserving hundreds of sites and reserves across the country.

People can find out more information on the events taking place near them by visiting:

[www.butterfly-conservation.org/events](http://www.butterfly-conservation.org/events)

## **Contacts**

For further pictures or interviews, please contact Katie Callaghan at the Butterfly Conservation Press Office on 01929 406037, or email [kcallaghan@butterfly-conservation.org](mailto:kcallaghan@butterfly-conservation.org)

## **Notes**

Millhoppers Pasture has a stream-fed pond and ancient, pollarded Black Poplars. It is a rare piece of unimproved grassland surviving in an area of rich soils and intensive farmland.

The reserve was acquired through the efforts of a few Long Marston residents, a grant from Dacorum Borough Council and Butterfly Conservation. It was dedicated to Gordon Beningfield, the then President of Butterfly Conservation, in 1998.

**Butterfly Conservation** is the UK charity dedicated to saving butterflies, moths and our environment. Our research provides advice on how to conserve and restore habitats. We run projects to protect more than 100 threatened species and we are involved in conserving hundreds of sites and reserves. [www.butterfly-conservation.org](http://www.butterfly-conservation.org)