



**FOR IMMEDIATE RELEASE**

**MONARCH BUTTERFLY HABITAT EXPERT TO TOUR NORTHEAST**

*Small Vermont furniture store brings Jose Luis Alvarez to the U.S. for Save The Monarchs Tour*

BOSTON, Massachusetts 7/28/2016 – Vermont Woods Studios (VWS), a small business that sells high end, sustainable, locally crafted [wood furniture](#), is sponsoring an educational, "[Save the Monarchs](#)" Tour with Mexican monarch butterfly habitat expert Jose Luis Alvarez. The tour will take place in late August throughout New England including three venues in Boston: The Massachusetts Horticultural Society (8/26), The Boston Museum of Science (8/27) and Harvard University's Arnold Arboretum (8/28). The purpose of the tour is to raise awareness of this important pollinators population decline due to habitat destruction both here in the U.S. and Mexico.

Sr Alvarez will discuss monarch evolution, migration, discovery of the over-wintering grounds, monarch population changes, deforestation & reforestation, U.S. habitat issues, threats and future predictions. Jose Luis is a silviculturist, who has been growing trees and reforesting environmentally sensitive areas of Mexico for decades. In 1997 he created Forests For Monarchs (FFM), a non-profit organization, designed to specifically restore the monarch's winter forest habitat in Michoacan, MEX and give indigenous people a desperately needed source of wood for cooking, heating and building. He brings his expertise and experience from the frontlines, combating dangerous illegal logging groups and freak storms that have destroyed all but a few acres of land for the monarchs, to Boston.

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Founder of VWS, Peggy Farabaugh, visited Sr Alvarez this past year to see what she could do as a business person and environmentalist to help restore the monarch's habitats. The result of the trip was

to bring Jose to the U.S. to advocate and educate the public on the topic and to raise awareness of his work in Mexico.

Peggy said, “For 10,000 years, each & every monarch butterfly that’s flown South after enjoying the summer in Vermont has headed to over-winter in the oyamel forests of Michoacan, Mexico. That migration, perhaps the most complex of any animal throughout time, will soon disappear unless we work together as neighbors to conserve the butterfly’s habitat in Canada, Mexico and the USA. We’re delighted to sponsor Senor Alvarez, as he shares his experiences working with the world’s top monarch researchers in protecting Mexico’s sacred over-wintering grounds in Michoacan.”

Founded in 2005 by Peggy and Ken Farabaugh, VWS is an online retailer of eco-friendly, Vermont made wood furniture. VWS believes businesses have a responsibility to make the world a better place. Since 2005 VWS has donated thousands of dollars to local charities and dedicated itself to countless environmental initiatives including Forests For Monarchs and The Nature Conservancy’s Plant a Billion Trees. VWS supports the local economy by supplying only Vermont made furniture; handcrafted from various workshops and artisans across the state.

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