

Library News Release

Grow Smart® during National Pollinators Month

Youth and family videos and activities, live gardening webinars available at [Name of library]

City (May 16, 2022) – The [name] library invites library patrons of all ages to Grow Smart throughout June — National Pollinators Month — with programming from American Transmission Co. and national gardening expert and author Melinda Myers.

Nearly all of the world's seed plants need pollinators — insects and animals that transfer pollen from one plant to another. This pollen transfer leads to plants being able to produce fruits, vegetables and nuts.

Pollinator populations are decreasing, partly due to loss of habitat. Grow Smart by adding native, pollinator-friendly plants to your yard to aid in their survival.

Youth videos and activities

Three videos and accompanying STEM-based activities for kids, teens and families produced by ATC and Myers are available at the library or at www.atc-growsmart.com/library.

- Making and caring for a bee home
- Native annual sunflower project
- Growing a pollinator garden in a container

Include details on your other library youth offerings, including take-and-make kits, story times, pollinator book lists, etc.

Live webinars for adults

Adults can register for three live webinars hosted by Melinda Myers who want to learn more about how to incorporate pollinators into their gardens and landscaping.

- June 1, 2022, 6:30 p.m. – [Creating a pollinator paradise](#)
- June 15, 2022, 7:00 p.m. – [Supporting native bees](#)
- June 22, 2022, 6:30 p.m. – [Maintaining your landscape with pollinators in mind](#)

The webinars will be recorded and available on [ATC's YouTube channel](#) for viewing shortly after the live webinars. Library patrons can also download the [Grow Smart Pollinator Guide](#), which provides suggestions for native, pollinator-friendly plants to grow at home.

ATC's pollinator habitat support

ATC is uniquely positioned to help establish pollinator habitat. Roughly 40% of the over 10,000 miles of transmission line rights-of-way ATC manages may currently serve as suitable habitat for pollinators and our practices help make these areas suitable for pollinators.

The company has used pollinator-enhanced seed mix on over 800 acres of land as part of construction projects since it started tracking acres seeded in 2016. The four-acre native prairie surrounding ATC's Pewaukee, Wis., headquarters is certified as a native landscape by the Wildlife Habitat Council and the

company has helped over 30 entities that allow public access to our rights-of-way develop roughly 275 acres of pollinator habitat through its [Pollinator Habitat grant](#) program since 2017.

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About [Name of Library]

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About American Transmission Co.

Formed in 2001 as the nation's first multi-state transmission-only utility, American Transmission Co. is a Wisconsin-based company that owns and operates over 10,000 miles of electric transmission lines and approximately 580 substations in portions of Wisconsin, Michigan, Minnesota and Illinois. Our transmission network enables the movement of electricity produced from all forms of generation resources to areas where it is needed. Visit our website at www.atcllc.com.

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