

Monarch Butterfly 60,000 tree challenge

Timeline - April 22 to November 2

We want to develop the events with your input.

There is leeway to structure the events to meet your needs.

The GATX commemorative boxcar and the MOMA statue will be featured in 7 cities.

The 7 event cities are:

Windsor, Chicago, Kansas City, Monterrey, San Luis Potosí, Contepec and Morelia.

At each stop a local Rotary club will take the lead on public events.

Soft launch - April 22nd (Earth Day)

A public event hosted by KCSM president Oscar Del Cueto will be held at the rail facilities in Monterrey to launch the 60,000 tree campaign.

Local stakeholders in attendance will be KCSM, Rotary, Inixar, parque Chipinque, Xignus, Track Spec, Carranza y Carranza, ArcelorMittal, Afirme, CP, GATX, Jade and local student organizations

Also, throughout North America a social media rollout campaign will begin.

Between **April 22 and September 10**, project sponsors will use their social media platforms to announce aspects of the program such as the QR code, SLG/Jade programs, the MOMA statue, the GATX boxcar, local planting events, the KCS tracking map, ect

We look for input on the rollout please



Windsor - Sept 8 - 10

Incoming Rotary International president Jennifer Jones is from Windsor. There will be an important Rotary connection.

The Canadian / Rotary connection is unique.

Need date on Jones' schedule

CP will help define issues surrounding the GATX boxcar and public events in the Windsor area.

There will be a host Rotary club in Windsor.



Chicago (Bensenville) September 12 - 16

The events in Chicago will have important significance.

Chicago is global headquarters for Rotary International.

GATX has a proud tradition in Chicago.

Chicago has a world-class gardening tradition and many pollinator garden events will be held.

(Nature's Best Hope approach)

The commemorative GATX boxcar will make a stop in Bensenville CP yard

Bensenville is a powerful forum to promote the Lázaro Cárdenas to Chicago intermodal corridor.

The greater Chicago area has an important Mexican influence with a particularly strong community from Michoacán.

Michoacán is where the 60,000 trees will be planted and home to Lázaro Cárdenas.

September 15 is Mexican Independence Day and celebrations in Chicago can be linked to the monarch butterfly.

Hopefully, the Mexican consulate in Chicago will include the monarch theme in their Mexican Independence Day events.

The Rotary club of Elmhurst will be the host club in Chicago with participation from multiple clubs.

Chicago will be impactful!



KC - b/w September 24 and 29

In late September important events are scheduled in the KC area where we will promote monarch conservation.

We have 4 fun activities planned for KC:

First, Rotary 13, will host a youth camp pollinator garden planting event **Sunday, September 25.**

Second, the NASCO North American Summit will take place September 26 to 28. (www.NASCOnetwork.com)

At NASCO, North American integration will be praised including a call to action to protect the monarch butterfly.

NASCO will organize multiple events throughout North America.

Third, at the KCS headquarters on **September 26** a reception to inaugurate a new Monarch butterfly garden will be held.

Finally, KCS will host it's exciting Strategic Partners' Conference **September 28 and 29**. We will highlight the 60K tree challenge at the SPC conference.

We have a full set of events in Kansas City.

Important events are also programmed for the Mexican venues.



Nuevo Laredo/Laredo – October 5 & 6

Club Rotario Laredo Nuevas Generaciones

The KCS rail bridge in Laredo is adjacent to a newly created bi-national park spanning both sides of the Rio Grande

Monarch butterfly habitat is being included in the new park

IBC



Monterrey - October 16 and 19

The host Rotary club is the Monterrey Metropolitan Rotary club

October 17 - citizen science outing to monitor monarch populations at Parque Chipinque.

MOMA in attendance.

Chipinque event participants: Rotaract clubs and FETEC (ITESM)

Closure of Resilience project with Andy Benavides

Wednesday, October 18, 2022: Monterrey event The Traveling Monarch

KCS / Rotary will host our important Paul Harris awards dinner and charity golf outing **October 18 and 19** respectfully.

One of the benefited charities for our golf outing is the Chipinque National Park butterfly reserve.



San Luis Potosí - October 16 and 19

We have invited a club in SLP and are waiting to hear back.

Incoming Dist 4130 Rotary governor is from San Luis Potosí.

October 22 to 26 SLP: Parade of the Traveling Butterfly in SLP.

Contepec and Morelia, Michoacán – October 29 and November 2

The host Rotary club will be the Diamantes Rotary Club of Ciudad Hidalgo.

Saturday, October 29, 2022: Contepec, Parade of the Traveling Butterfly in Contepec, Michoacan, “Community Pollinator Garden”

In Contepec we have a contact with Profauna for a community pollinator garden

The Morelia events will take place around November 2 - the Day of the Dead and a culturally symbolic day for the monarch butterfly

Thursday, November 2, 2022: Monarch Project Closure in Morelia at El Rosario Sanctuary

Mission completed ✓ - 60,000 tree.

