

PRESS RELEASE

UrbanPromise students to release Monarch butterflies from their very own butterfly garden

Camden, NJ
Thursday, September 29, 2011

This Thursday over 160 students from UrbanPromise will host the Annual Fall Migration Monarch Butterfly Release. We invite you to join us.

The Monarch migration has been described as an “endangered phenomenon”. Why? Their survival is at immediate risk because Monarchs overwinter in mountains on a handful of small sites in Mexico, which are still being logged. The entire Monarch population of eastern North America, variously estimated at between 30 to 60 million adults, overwinters on a dozen small sites in these mountains. Millions of butterflies will travel over 2000 miles. Traveling over 80 miles a day, living up to nine months in order to complete the miraculous cycle of life.

The students and teachers of the UrbanPromise have been raising the Monarchs from Egg to Caterpillar to Chrysalis to Adult Butterfly in their classrooms. A beautiful butterfly garden served as our outdoor classroom through the spring and summer.

Once again we invite you to join us to be part of the annual fall migration as we release the Monarch’s for their historic journey south.

Event Details:

Thursday, September 29, 2011
3700 Rudderow Street
Pennsauken, NJ 08110

9:30 AM Grades K- 8 perform at the UrbanPromise auditorium
10:00 AM Parade to the Butterfly Garden (all students) across the street
10:15 AM Release of the Monarchs!
10:30 AM Completion, students return to classes. Visitors are invited to join us in the Art Studio for cookies and lemonade.

Available for comments or more information

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About UrbanPromise

UrbanPromise has one clear mission, to build a city of promise, one child at a time. By equipping Camden's children and young adults with the skills necessary for academic achievement and moreover, life management, UrbanPromise has grown from a tiny summer camp program to a multifaceted institution with a reputation of solidarity and success. Among their many programs are private schools for grades k-12, after school programs, summer camps and various other recreational and educational programs. Each targeting different parts of the lives of Camden's youth. These programs have been acclaimed for having made a huge, positive impact in the lives of thousands of Camden children and youth as well as their families. Learn more about UrbanPromise at www.urbanpromiseusa.org