FOR IMMEDIATE RELEASE

W. Atlee Burpee & Co. Joins with National Park Foundation to Support the 2015 White House Easter Egg Roll

BURPEE PROVIDES IN-KIND DONATION OF 30,000 BEE AND BUTTERFLY GARDEN SEED PACKETS AND 30,000 NATIONAL BEE AND BUTTERFLY BRIGADE BUTTONS

WASHINGTON (April 2, 2015) W. Atlee Burpee & Co. today announced it will contribute to the National Park Foundation, the official charity of America’s national parks, to support the 2015 White House Easter Egg Roll.

The White House Easter Egg Roll takes place in President's Park on the South Lawn of the White House. This year’s theme, “#GimmeFive,” encourages Americans across the country to share five things they are doing to eat better, be more active, and lead a healthier life, and supports the First Lady’s Let's Move! initiative to help kids grow up healthy and have the opportunity to reach their full potential.

Burpee is actively protecting the health of honey bees, butterflies and other pollinators by donating 1 million “Burpee Bee Garden” flower seed packets to the Department of the Interior and the U.S. Department of Agriculture, in addition to the National Parks Foundation donation. These government agencies will distribute them at no charge to citizen gardeners across the country to create a brigade of home gardeners fighting rapidly declining pollinator populations by planting their own bee-friendly habitat. For more information on how to keep honey bees healthy, visit www.burpee.com/pollinators.

In addition, the official White House Easter Eggs, sold by the National Park Foundation and benefiting America’s national parks, are available at easter.nationalparks.org.


ABOUT BURPEE
A true heritage brand, the Burpee Co. was founded in Philadelphia in 1876 by W. Atlee Burpee, an 18-year-old with a passion for plants and animals, and a mother willing to lend him $1,000 of “seed money” to get him started in business. Within 25 years he had developed the largest, most innovative seed company in the world. By 1915, Burpee was mailing a million catalogs a year to America’s gardeners.
Today, Burpee is owned and operated by horticulturalist George Ball. It is still a family seed and plant company headquartered in the Philadelphia area. All Burpee products are non-GMO. The company’s highly recognizable catalog is available in December each year. For more information visit http://www.burpee.com or call (800) 888-1447. The Burpee community can be found on Facebook, Pinterest and Twitter.

ABOUT THE NATIONAL PARK FOUNDATION
The National Park Foundation is the official charity of America’s national parks and nonprofit partner to the National Park Service. Chartered by Congress in 1967, the National Park Foundation raises private funds to help PROTECT more than 84 million acres of national parks through critical conservation and preservation efforts, CONNECT all Americans with their incomparable natural landscapes, vibrant culture and rich history, and INSPIRE the next generation of park stewards. Find out more and become a part of the national park community at www.nationalparks.org

###