

## Moving for Monarchs

### *Monarch Move / Dance n' Plant Events*

Moving for Monarchs seeks to promote **monarch butterfly and pollinator conservation** through the **use of dance**. Drawing inspiration from highly successful examples of **social and environmental dance activism**, such as the V-Day One Billion Rising campaign (a world-wide dance event in 2013 to end violence against women), we offer an **accessible, engaging vehicle** to reach new audiences with this conservation message. Moving for Monarchs has the **potential to mobilize millions**, inspiring people to “move for monarchs” by dancing and **planting/preserving pollinator habitat**. Move With Us.



© Moving for Monarchs: A child participates in a “Monarch Move” Event in Aporo, MX, practicing to sign the ASL word for “butterfly.”

### **Guiding Principal**

When people have the visceral **experience of dancing** while **focusing on the importance of preserving pollinators**, when they create movements from their own memories and personal stories surrounding monarchs and other butterflies, **they can no longer dismiss pollinator conservation issues** as somebody else’s problem. They discover this issue is intimately linked with their own lives—and they ultimately feel empowered. They discover that all people and pollinators are participants in **the dance of life**. When this happens, **they are motivated to take positive action**.

## What is a *Monarch Move / Dance n' Plant Event*?



© Moving for Monarchs: A group of “Monarch Movers” demonstrates a phrase of choreography in Central Park, NYC.

This is an adaptable event (approximately **one hour** in length) that...

- Combines discussion of butterfly conservation led by an expert, storytelling, dance performance (optional), and crowd participation.
- Is designed to include people of various levels of mobility, ability, and all ages and backgrounds in the cooperative creation (in small and large groups) of a phrase of “Dance of Life” choreography.
- If the event is held in a space prepared for planting, it can be paired with planting pollinator habitat (based on a group planting model developed by Chip Taylor of Monarch Watch). In this way, the event can draw the necessary labor to accomplish large scale planting projects.
- Can be an event in a day-long series of activities or an event that exists on its own.
- Can be adapted for small or large groups, people of all ages/abilities.
- Can take place indoors or outdoors.
- Can be public or private.

### **Goals of Each Event**

After each event, the participants will have created a unique dance phrase—their own **contribution to the dance of life**. These dance phrases will be taken by Moving for Monarchs to the next event (somewhere else along the monarch butterfly migration route) and **added on to** by the next group of participants. The dance itself is “cross pollinated,” carried from one place to the next, and public awareness rises at each stop.



© Moving for Monarchs: Two of our very first Monarch Movers enjoy “moving for monarchs” in Central Park, NYC.

Certain “Monarch Moves” will be selected by Moving for Monarchs for a **crowd-sourced piece of choreography**, the “Dance of Life,” which can translate to staged performances and ultimately a large demonstration for pollinator awareness, “A Million Monarchs on the Mall” in Washington, D.C. in June 2015 during Pollinator Week. Moving for Monarchs also films many of the events, and plans to release these short videos through social media to further raise public awareness.

## Example of A Monarch Move Event

This event took place in the city of Morelia in the state of Michoacan, MX, in a public theatre.



© Moving for Monarchs: Crowd participates in small group work to develop "Monarch Moves" in Morelia, MX.

### Sample Event Schedule: (Morelia, MX)

- 1) Welcome and Intro to Monarch Conservation - Dr. Pablo Jaramillo-Lopez
- 2) Screening of "Moving for Monarchs: The Awakening"
- 3) "Siempre Vuelven ("Forever Return," a title referring to the annual migration of the monarchs, performed by Gwynedd Vetter-Drusch)
- 4) Little Mariposas (Butterflies) Dance - A group of children from a local dance studio performed a dance piece, costumed as monarch butterflies

5) Introducing the concept of the “Dance of Life,” and our role in that “dance” - Dr. Jaramillo-Lopez and Gwynedd Vetter-Drusch

6) Crowd Participation:

- Sharing Monarch Stories/Creating Monarch Moves (Small Group work)
- Putting the Small Group work together to create a dance phrase for the “Dance of Life” (Large Group), then dancing that phrase as a Large Group and filming it for the records

{Following the event, interviews of selected participants}



© Moving for Monarchs: Tiny dancers from a local studio dance as even “tinier dancers” – monarch butterflies – in a Monarch Move Event, Morelia, MX.

### **Monarch Move Events to Date**

Moving for Monarchs has been warmly received, conducting 3 “Monarch Move” Events in Mexico in March, 2014. Most appropriately, the choreography has originated from places geographically near where the butterflies begin their migration each spring:

- 1) Monarch Move Event with 100+ school children ranging in age from Kindergarten to High School in Aporo, Michoacan, MX.
- 2) Monarch Move Event with 30 fourth graders in the city of Morelia, Michoacan, MX.
- 3) Public Monarch Move Event with about 50 participants in the city of Morelia, MX.



© Moving for Monarchs: Monarch Movers put a series of steps together to form a phrase of "Dance of Life" choreography, Morelia, MX.

### **Want to hold YOUR own Monarch Move Event?**

If you are looking for an **engaging, entertaining, and educational activity** for a private or public event, or for a fun and compelling way to promote **conservation initiatives**, holding your own Monarch Move Event is an excellent way to reach **any community** and **people of all ages and abilities**. Monarch Move Events can be **adapted to fit your needs**, and by holding an event, your organization, school, town, or city will become **an important part of this unique international community** of people committed to monarch butterfly conservation and the stewardship of all life on earth—including our own.

What could be better than being part of **"saving the world one butterfly at a time"**?

You can have Moving for Monarchs make a stop along the migration route of the “Dance of Life” to pick up your signature “Monarch Moves.” Currently, four Monarch Move events (three in Mexico and one in Wisconsin) have been covered by funds raised in Moving for Monarchs’ successful Kickstarter campaign. Further funding and partnerships are currently being sought by Moving for Monarchs to expand the number of Monarch Move Events throughout the 2014 growing season. If you are interested in funding an event yourself, Moving for Monarchs can design an event that fits your budget, provided certain transportation and honorarium costs are covered for the Moving for Monarchs Team.

## Contact Us

Please contact Moving for Monarchs for more information or to set up your own event by emailing us at [moving4monarchs@gmail.com](mailto:moving4monarchs@gmail.com) or calling us at 712-887-0290. We look forward to ***moving with you!***



© Moving for Monarchs: Monarch Movers work on their moves in a large group event at Alternare near the town of Aporo in Michoacan, MX.