



## Partners for Sustainable Pollination



### **For Immediate Release**

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### **Rapid Refill Makes Major Donation to Support Partners for Sustainable Pollination's Bee Friendly Farming™ Initiative**

(Santa Rosa, CA)—[Partners for Sustainable Pollination](#) (PFSP) applauded [Rapid Refill](#) as for its contribution of nearly \$4,000, the largest single contribution received by the young nonprofit to date, as part of a national campaign involving Rapid Refill's customers in supporting PFSP's efforts to help honey bees through the [Bee Friendly Farming™](#) (BFF) initiative.

We are honored that Rapid Refill chose PFSP as its nonprofit partner in the company's nationwide "Empties for Earth" promotional partnership," said PFSP Executive Director Kathy Kellison. "The corporation's national outreach provided a huge boost to our efforts to expand the BFF™ initiative across the nation and increase public awareness about the challenges facing beekeepers and our precious honey bees—and ways to help them."

"We believe that there are so many small yet significant steps caring customers can make every day to conserve and preserve our precious resources," said Jason Block, President of Rapid Refill. "Returning printer components to keep them out of landfills, planting native species to keep bees strong and then reaping the rewards of our work together in an abundant harvest all keep us connected to the natural world. Our customers really responded to this effort, and it was a team effort to make this succeed. When challenged, most people understand the interconnectedness of their actions and the natural world and will respect the resources we use every day."

The BFF™ initiative recognizes farmers and other land managers—from gardeners and schools to public lands—who provide safe, natural forage for bees. Consumers can reward Bee Friendly Farmers by purchasing their products bearing the BFF™ logo. The BFF certification count recently topped 100, with at least one certification in each of 28 states across the nation. An updated BFF map can be accessed at <http://pfspsbees.org/BFFMap.pdf>.

"We look forward to working with PFSP in the future as it continues the important quest of facilitating optimal environments to grow and sustain bee populations." Said Rusty Hurley, Rapid Refill's Vice President of Operations. With headquarters in Minneapolis, Minnesota, the Rapid Refill chain of stores is already known as a sustainable retailer who remanufactures ink and toner cartridges to keep durable products out of America's landfills. A locally owned franchise is located in Santa Rosa, California.

Colony Collapse Disorder (CCD) helped call public attention to the many challenges threatening beekeepers and their honey bees. The scientific consensus is that one proven way to help honey bees is by increasing access to natural forage. Dr. Marla Spivak, Professor of Entomology and MacArthur "genius" Award recipient recently said, "One major factor in the decline of all bees is lack of plant food – nectar and pollen that bees require for their nutritional health. It is absolutely critical to plan and conserve agricultural and urban landscapes to support our wildlife, including our forgotten pollinators."

PFSP is a volunteer-based nonprofit headquartered Santa Rosa, California that is dedicated to improving the health of honey bees through a collaborative approach involving beekeepers, growers, scientists and land management agencies, with a concurrent objective of contributing to restoring native pollinator populations.

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