

## National Meadows Day



The UK's wildflower meadows are vanishing, and with them our native flowers and the wildlife that rely upon them. Only 3% of the meadows that existed in the 1930's now remain. To highlight this issue and to celebrate the beauty, pleasure and enjoyment that our meadows and grasslands can bring, the first ever National Meadows Day is being held on Saturday 4<sup>th</sup> July 2015.

A whole range of meadow and grassland based events and activities will take place at nature reserves, country parks and other sites across the UK to encourage people to visit and enjoy their local meadow or grassland. The aim is to establish a single day that will be publicised and promoted as National Meadows Day linking events and activities taking place throughout the UK (similar to Heritage Open Days or Open Farm Sundays). The intention is that National Meadows Day becomes an annual event taking place on the first Saturday of July every year.



National Meadows Day is being organised as part of Save Our Magnificent Meadows, the UK's largest partnership project transforming the fortunes of vanishing wildflower meadows, grasslands and wildlife. Led by Plantlife, the partnership is made up of 11 organisations and is primarily funded by the Heritage Lottery Fund.

Are you already running an event on Saturday 4<sup>th</sup> July that could be part of National Meadows Day? Or would you like to hold a National Meadows Day event?

National Meadows Day is expected to generate a high level of media interest and all events will be publicized through a number of channels including the project website, Plantlife magazine, social media and press releases. National Meadows Day poster templates are available from Plantlife for you to promote your event.

For more information about National Meadows Day or Save Our Magnificent Meadows please contact Fiona Perez at Plantlife at [fiona.perez@plantlife.org.uk](mailto:fiona.perez@plantlife.org.uk) or 01722 342730.

**Plantlife**

