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**FOR IMMEDIATE RELEASE**

### **FIRST ANNUAL NATIONAL MOTH WEEK JULY 23-29, 2012**

The First Annual National Moth Week ([www.nationalmothweek.org](http://www.nationalmothweek.org)) is being held across North America and the world this summer from July 23-29, 2012. The event provides a long-overdue spotlight on moths and their ecological importance as well as biodiversity. To date, events are already planned in 31 states and six countries. Numerous organizations have partnered with and are supporting the event. Popular interest in moths is rapidly growing as noted by the recent publication of the new Peterson Field Guide to the Moths by David Beadle and Seabrooke Leckie, moth caterpillar guides by David Wagner and a vast number of moth-oriented Internet resources such as the Moth Photographers Group and BugGuide. National Moth Week also offers everyone interested a unique opportunity to become a Citizen Scientist and contribute meaningful scientific data about moths. Through partnerships with major online biological data depositories such as Project Noah, Discover Life, Moth Photographers Group and BugGuide, National Moth Week participants can help map moth distribution and provide needed information on other life history aspects. National Moth Week has also partnered with a number of major authors of moth books and participants can win signed copies of their books.

Why moths? With more than 10,000 species in North America alone, moths offer endless options for study, education, photography, and fun. Moths can be found everywhere from inner cities to suburban backyards, and the most wild and remote places. The diversity of moths is simply astounding. Their colors and patterns are either dazzling or so cryptic that they define camouflage. Shapes and sizes span the gamut with some as small as a pinhead and others as large as a hand. Most moths are nocturnal, and need to be sought at night to be seen – others fly like butterflies during the day. Finding moths is easy and can be as simple as leaving a porch light on and checking it after dark. Serious moth aficionados use special lights and baits to attract them. Moths are also featured widely in literature and art providing a different angle for enjoyment and study. *Moth Nights* are often held by nature groups and allow an opportunity for an introduction to the creatures or for more serious pursuits.

National Moth Week is bringing together everyone interested in moths to celebrate these amazing insects. This summer groups and individuals from all the across the country will spend some time during National Moth Week looking for moths and sharing what they've found. Getting involved during National Moth Week is easy: attend a Moth Night event, start an event, join friends and neighbors and check porch lights from time to time, set up a light and see what is in your own backyard, read literature about moths, etc. But no matter what, participate; the richness of moths is sure to fascinate. **National Moth Week: *Exploring Nighttime Nature.***

If you'd like more information about National Moth Week, visit the website at [www.nationalmothweek.org](http://www.nationalmothweek.org), email us at [dmoskowitz@ecolsciences.com](mailto:dmoskowitz@ecolsciences.com) or [liti@nationalmothweek.org](mailto:liti@nationalmothweek.org) or call us at 732 236-2992.