



# Can You Hear the BUZZ? Rice's Honey® & Butterfly Pavilion to Support Pollinator Week With Exciting Events

*Public Invited to Sam's Clubs & Evening Honey Buffet at Butterfly Pavilion June 23*

GREELEY , COLORADO , UNITED STATES, June 11, 2018 /EINPresswire.com/ -- Rice's Honey®, a leading producer of high quality, U.S. only raw & unfiltered honey since 1924, is buzzing with events to support National Pollinator Week, the time to celebrate pollinators and spread the word about what people can do to protect them. Rice's Honey® will team up with Colorado-based, non-profit Butterfly Pavilion to promote PACE (Pollinator Awareness through Conservation and Education), Butterfly Pavilion's global awareness and education initiative to restore habitats, strengthen populations and reintroduce pollinators into native habitats around the world.

Events at Butterfly Pavilion will be open to the public from 9:00 AM – 5:00 PM on June 23rd, including a new exhibit documenting the pollinating migration of the mighty Monarch Butterfly, a 3000-mile roundtrip journey to the mountains of Michoacán, Mexico, special activities for kids like candle making from beeswax, and an exclusive honey tasting event for adults, featuring a world-renowned honey sommelier.

In addition, there will be free honey tastings of [Local Hive™](#) by Rice's Honey® from 10:00 AM – 4:00 PM in all 19 Colorado Sam's Club locations, with the Thornton, CO location as the main hub of activity. This location will feature a mobile bee display where consumers can



peek right inside the vibrant world of bees and experience the process of how they collect pollen, making for larger, healthier and tastier fruit.

There will also be an exclusive, adult evening event from 6:00 PM – 7:30 PM featuring a [Honey Buffet](#) with Food Pairings and Author Talk/Book Signing by renowned international honey expert Marina Marchese, author of “Honey Connoisseur: Selecting, Tasting, and Pairing Honey, With a Guide to More Than 30 Varietals” and “Honeybee: Lessons from an Accidental Beekeeper”.

She will take attendees on a journey into the fascinating world of bees and honey while discussing plants, pollination, local food and the diversity of varietal honey. There will also be a honey tasting paired with food and cocktails along with a book signing. Register for the event at <https://www.eventbrite.com/e/sommelier-led-honey-tasting-for-pollinator-week-tickets-45652206980>.



Butterfly Pavilion Vice President of Marketing Russ Pecoraro will be on hand to discuss Pollinator Awareness through Conservation and Education (PACE), a global initiative led by Butterfly Pavilion to increase awareness of the importance of pollinators and promote habitat and species conservation. PACE programs include habitat restoration projects, education programs for adults and children, citizen science opportunities, and more! Also, on hand will be CEO of Rice's Honey®, Tony Landretti, who will share his knowledge and experience about sourcing local honey for their national brand, Local Hive™, and why protecting all pollinators is important, and how teaming up with Butterfly Pavilion's PACE initiative is helping.

At the event, guests will be able to savor luscious food pairings plus wine and Prosecco as they enjoy the Local Hive™ honey varietals and learn about floral sources including Goldenrod; Orange blossom; Creamy clover; Red currant; Bamboo and Honeycomb and how each floral note has a different and unique taste.

Tony Landretti, CEO of Rice's Honey® said he is invigorated by the support the public has already shown for saving pollinators and supporting non-profit PACE. “We are seeing tremendous growth and sales for Local Hive™ by Rice's Honey® over the last several months, and since every bottle sold of Local Hive™ honey donates a portion of the proceeds to PACE, it makes our growth even more important as it has a direct effect on what we do,” said Landretti. “What better way support Pollinator Week than to get everyone, from kids to adults shopping and tasting our honey at Sam's Club to an evening author and Honey Tasting event with our partner at Butterfly Pavilion, to embrace the idea that we need to save all pollinators, including bees.”

A new label design highlighting the new Local Hive™ brand coincides with Rice's new alliance with PACE, “Pollinator Awareness Through Conservation and Education”. This partnership and commitment will be communicated on the back of the new label and website. Rice's Honey® has a mission to help promote all pollinators & sustainable bee farms across the country. During National Pollinator Week from June 23-28, a special permanent wall at The Butterfly Pavilion will be created to share the support of Local Hive™ by Rice's Honey® for PACE.

Check out the Local Hive website at: [www.localhivehoney.com](http://www.localhivehoney.com)

\*The press and public are invited to Sam's Club, located at 9601 Grant St., Thornton, Colorado, 80229, on Saturday, June 23rd from 10:00 AM – 4:00 PM

Other Sam's Club locations offering displays and tastings of Local Hive™ by Rice's Honey® on June 23rd include:

- 7370 W 52ND AVE, ARVADA
- 6201 S AURORA PKWY,AURORA
- 880 S ABILENE ST, AURORA
- 5940 PROMENADE PARKWAY , CASTLE ROCK
- 1850 E WOODMEN RD, COLORADO SPRINGS
- 7805 E 35TH AVE, DENVER
- 505 S BROADWAY, DENVER
- 3247 23RD AVE, EVANS
- 4700 BOARDWALK DR.,FORT COLLINS
- 4385 VENETUCCI BOULEVARD, FOUNTAIN
- 1040 INDEPENDENT AVE, GRAND JUNCTION
- 4827 S WADSWORTH WAY, LITTLETON
- 7817 PARK MEADOWS DR, LONE TREE
- 1200 SOUTH HOVER, LONGMONT
- 1200 E EISENHOWER BLVD, LOVELAND
- 412 EAGLERIDGE BLVD, PUEBLO

The author/book signing, and Honey Buffet will be on Saturday, June 23rd from 6 PM – 7:30 PM, at The Butterfly Pavilion, located at 6252 W. 104th Blvd., Westminster Blvd., Colorado, 80023.

Press RSVP Diane.Lilli@BenderGroupPR.com or call 973.744.0707 x11.

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