

Bee the Change this World Bee Day

World Bee Day! Here's why you should give a buzz about these crucial creatures.

BYRON BAY, NSW, AUSTRALIA, May 19, 2021 /EINPresswire.com/ -- World Bee Day! Here's why you should give a buzz about these crucial creatures.

World Bee Day is on Thursday (May 20) and Flow is celebrating these crucial creatures with the Bee the Change campaign.

Bees need our help! Scientists around the world have sounded the alarm that we are amid an 'insect apocalypse,' driven by pesticides, climate change, pollution, land clearing, bushfires, and industrial agriculture.

These essential little pollinators are so crucial to our planet and food supply that the United Nations has designated May 20 as World Bee Day to raise awareness of their importance, the threats they face, and their contribution to sustainable development.

Flow's Bee the Change campaign features a dedicated web portal and series of educational videos on how everyone can make a difference.

Co-inventor of Flow Hive, Cedar Anderson said the campaign offers small practical solutions that can have a BIG impact for the bees.

"Both native bees and European honeybee numbers are plummeting around the world at an alarming rate. It's easy to feel powerless to help, so rather than focus on the negatives, we've created the Bee the Change campaign to educate and empower people to make a difference," he said.

The Bee the Change campaign focuses on a variety of themes including: How to create and maintain a bee-friendly garden; Fast Fashion vs Eco Fashion; Rewilding/ Habitat creation; and how honey is better for the environment than sugar!

For more information or to join the campaign please visit: <https://go.honeyflow.com/pages/bee-the-change>

About Flow:

Australian father and son duo Stuart and Cedar Anderson created Flow Hive, a revolutionary invention that allows 'backyard beekeepers' to harvest honey without opening the hive and with minimal disturbance to the bees. After a successful crowd-funding campaign just over six years ago, they've now sold over 75,000 hives to customers in over 130 countries. The Flow Hive has a loyal base of 'backyard beekeepers' and celebrity fans. Celebrity owners of Flow Hive include Chris Hemsworth, David Beckham, and Jamie Oliver.

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