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A Pollinator Celebration Telling the story of pollinators at Disney's Animal Kingdom

Pollinators are essential to our environment. Nearly 70% of the world's flowering plants, including two-thirds of the world's crop species, depend on pollinators. The United States alone grows more than 100 crops that either need or benefit from pollinators. With the decline of many species of native bees and the drastic die off of domestic honey bees, it is more important than ever to spread the word on how significant this group of invertebrates are to our lives. In 2012 Disney's Animal Kingdom held its first "Pollinator Day" guest event which was a huge success and has now been added to a list of yearly park celebrations. This paper will discuss what message points we shared with our guests and the resources used to develop and deliver our celebration.