

Vermont Small Business to Assist International Conservation Group

Founder of local furniture e-tailer serving on Board of Monarch NGO

Media Contacts:

- Pamala Cutler, Vermont Woods Studios, 802-275-5174, marketing@VermontWoodsStudios.com
- Megan Fulton, Executive Director, Forests For Monarchs FFM, forestsformonarchs@gmail.com



VERNON, VERMONT– (August 2, 2017) – International monarch butterfly conservation group, Forests For Monarchs (FFM), is pleased to announce the appointment of Vermont Woods Studios founder, Peggy Farabaugh as Vice President of the Board of Directors.

Forests For Monarchs (also known as the LaCruz Habitat Protection Project, LCHPP) is dedicated to protecting the monarch butterfly by reforesting the land surrounding Mexico's Monarch Butterfly Biosphere Reserve, as well as educating local communities on sustainable forestry practices.

Vermont Woods Studios is an online retailer of handmade wood furniture. It was created in 2005 out of a concern for forest conservation. The company mission is to provide Vermont-made, sustainable furniture as an alternative to mass-produced furniture which is often made from illegally harvested wood taken from the world's rapidly disappearing rainforests.

Since its founding, Vermont Woods Studios has planted over 50,000 trees to help reforest the Amazon and other forests, including the winter habitat of the monarch butterfly in Mexico. When her children were young, Farabaugh began teaching about the importance of the monarch butterfly as a pollinator. Her efforts quickly

expanded outside of her family and into the local community; educating other children and families about monarchs.

Vermont Woods Studios established a connection with Forests For Monarchs in early 2016 by co-producing an awareness and educational tour throughout the Northeast, stopping in major cities from Boston to Philadelphia, which has sparked a continued partnership between the two organizations.

From growing milkweed at her own home to planting trees in Mexico, Peggy isn't afraid to get her hands dirty to spread awareness and aid in the protection of the monarchs. According to Pam Cutler, Marketing Manager at Vermont Woods Studios, "our partnership with Forests for Monarchs represents Peggy's continued push for conservation and helps us take our message international."

"Peggy embodies the spirit of conservation and we are very fortunate to have her as a member of the board, bringing her passion for rebuilding Monarch habitats to our team," said Megan Fulton, Executive Director of Forests for Monarchs.

About Forests For Monarchs

Forests for Monarchs is dedicated to protecting the monarch butterfly and other endemic species by reforesting the land surrounding the Monarch Butterfly Biosphere Reserve, and to promoting sustainable forest management among the local landowners for their economic benefit and forest conservation.

CONTACT

For more information specifically on Forests For Monarchs and how to get involved, please contact Megan Fulton at:

Email: forestsformonarchs@gmail.com
Website: <http://www.forestsformonarchs.org>
Address: 611 High Street, Dedham, MA 02026

About Vermont Woods Studios

Vermont Woods Studios is a furniture store and home decor showroom in Vernon that's driven by a mission which blends forest conservation with fine woodworking. Through partners such as Forests For Monarchs, the company has planted 50,000 trees to restore vulnerable forests where competitors remove wood illegally.

CONTACT

For more information, please contact Pam Cutler at:

Phone: 802-275-5174
Email: marketing@VermontWoodsStudios.com
Website: <http://VermontWoodsStudios.com>
Address: 538 Huckle Hill Rd, Vernon, VT 05354

