



**NATIONAL
WILDLIFE
FEDERATION**



**GREENFIELD POLLINATOR
PROTECTION COMMITTEE**

National Wildlife Federation Contact: Cait Fallon, National Wildlife Federation, FallonC@nwf.org, 303-441-5167

Local Contact: Renee Rollman, City of Greenfield, WI, renee.rollman@greenfieldwi.gov

Greenfield Joins Movement to Become a Wildlife-Friendly Community

Greenfield, Wis (June 4, 2025) – The community of Greenfield is launching a new effort with the **National Wildlife Federation's Community Wildlife Habitat™** program to become a healthier, sustainable, and more wildlife-friendly by committing to create wildlife habitat throughout its communities while also educating and engaging residents.

Healthy habitats and healthy communities go hand-in-hand. Too often communities are suffering from pollution, disinvestment, or other challenges that separate people from the natural world. When human communities suffer, wildlife suffer as well.

"By joining the National Wildlife Federation's Community Wildlife Habitat program, Greenfield is sending a clear and powerful message to communities all over America that people working together can create healthy habitats and healthy communities and make a difference in their own community and beyond," said Patrick Fitzgerald, Senior Director of Community Wildlife.

Central to this achievement is Greenfield's Pollinator Protection Committee, a volunteer coalition dedicated to safeguarding birds, bees, butterflies, bats, and other essential pollinators. Their mission: promote pollinator health via local policy changes, habitat plantings, and education outreach. Greenfield residents are encouraged to join the movement by creating their own backyard wildlife habitats.

Since 1973, the National Wildlife Federation has provided millions of people with [the basic guidelines](#) for making their landscapes more hospitable for wildlife. To date, through the **Certified Wildlife Habitat™** program, the National Wildlife Federation has certified more than 300,000 sites including yards, schools, businesses, community gardens, parks, and places of worship. Each of these sites provides the four basic elements that all wildlife need to thrive: food, water, cover and places to raise young, while integrating sustainable gardening and landscaping practices.

To become certified as a National Wildlife Federation **Community Wildlife Habitat™** Greenfield is calling on its residents to certify their own property at [NWF.org/Certify](https://www.nwf.org/Certify) and join our education and outreach efforts to learn about how residents can create a healthier, greener and more wildlife-friendly community. Together, we can build a thriving, connected network of pollinator-friendly spaces throughout Greenfield. Learn more and get involved by visiting the City of Greenfield website at www.ci.greenfield.wi.us/865/Pollinator-Friendly-Community.

For more information about the National Wildlife Federation's Community Wildlife Habitat network, please go to: www.nwf.org/community.

***Contact NWF at community@nwf.org BEFORE Coordinating a press release about the program. ***

For more National Wildlife Federation news, visit: www.nwf.org/news.

The [National Wildlife Federation](http://www.nwf.org) is America's largest conservation organization, uniting all Americans to ensure wildlife thrive in a rapidly changing world. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

###