



MONARCH ULTRA RELAY RUN:  
THREE WEEK JOURNEY IN REVIEW  
FEBRUARY 17, 2022

**OUR MISSION** is to inspire communities to get involved in conservation action by running for monarch butterflies.

**THE MONARCH ULTRA** is an international project that connects butterflies, ultrarunning and filmmaking with conservation, education and action towards protecting the environment.

#### **TIMELINE**

**2018 OCT** - LAUNCH OF KICKSTARTER AND DREAM OF RUNNING TO MEXICO

**2018 NOV** - 10 DAY ROAD TRIP ALONG MIGRATORY ROUTE

**2019 SEPT-NOV** - 7 WEEK ULTRA MARATHON FROM CANADA, TO THE USA, AND MEXICO

**2020 NOV** - 50KM POPUP FUNDRAISER FOR CERRO PELON SANCTUARY

**2021 SEPT-OCT** - 3 WEEK ULTRA MARATHON IN SOUTHERN ONTARIO



## MONARCH ULTRA RELAY RUN 2021

- **1,800 KM JOURNEY** TO RAISE AWARENESS ABOUT PLIGHT OF MONARCHS & ALL POLLINATORS.
- **21 DAY RELAY RUN** FROM PETERBOROUGH TO BARRIE FROM SEPTEMBER 19 TO OCTOBER 9, 2021.
- **214 ROADSIDE AID STOPS** WHERE RUNNERS WERE PROVIDED WATER, ENERGY GELS, FOOD & SUPPORT.
- **58 ULTRA RUNNERS** PARTICIPATED IN RELAY RUN AND COVERED DISTANCES OF 30KM AND 50KM.
- **\$10,990 RAISED** FOR CAMP KAWARTHA.
- **193 PARTICIPANTS** IN VIRTUAL 10KM EVENT.
- **DOZENS OF MONARCHS** SEEN FLYING ACROSS LAKE ERIE AT POINT PEELE NATIONAL PARK.



## COMMUNITY IMPACT

→ **18 RECEPTIONS** HELD ACROSS ONTARIO WHERE WE HAD THE OPPORTUNITY TO CONNECT WITH COMMUNITIES AND SHARE OUR MESSAGE OF CONSERVATION INCLUDING IN PETERBOROUGH, LINDSAY, UXBRIDGE, TORONTO, OAKVILLE, BURLINGTON, HAMILTON, NIAGARA ON THE LAKE, NIAGARA FALLS, CRYSTAL BEACH, POINT PELEE, LA SALLE, WINDSOR, CHATHAM, LONDON, TILLSONBURG, FERGUS, AND BARRIE.

→ **3 COUNCIL PRESENTATIONS** INCLUDING IN PETERBOROUGH, BARRIE, AND TILLSONBURG.



**TILLSONBURG RECEPTION WITH  
MAYOR & DIGNITARIES**

# WINDSOR RECEPTION WITH CITY STAFF & RUNNERS



# EDUCATION EFFORTS

## → 100 MONARCH CONSERVATION BOOKS

DISTRIBUTED TO STUDENTS, HOME HOSTS, RUNNERS, REPORTERS & CITY COUNCILLORS.

→ **MINI-MONARCH ULTRA EVENT** AT MILWAUKEE SPANISH IMMERSION SCHOOL. MSIS CELEBRATED THE CULMINATION OF A YEARS-LONG PROJECT FOCUSING ON THE MONARCH BUTTERFLY BY READING A POEM, RELEASING MONARCHS & RUNNING A GOAL OF 1,767 MILES.

→ **16 PRESENTATIONS ON MONARCH ULTRA** TO ROTARY CLUBS, SCHOOLS, AND PATHWAY TO STEWARDSHIP & KINSHIP PROJECT.



LAUNCH EVENT IN PETERBOROUGH WITH MONARCH PERFORMERS



MINI-MONARCH ULTRA EVENT AT  
MILWAUKEE SPANISH IMMERSION SCHOOL

## CONSERVATION EFFORTS

→ **\$10,990 RAISED** THROUGH MONARCH ULTRA RELAY RUN AND VIRTUAL 10KM EVENT FOR CAMP KAWARTHA. THESE FUNDS WILL SUPPORT ENVIRONMENTAL PROGRAMMING FOR CHILDREN OF ALL AGES.

→ **\$500 RAISED** EN ROUTE DURING 3-WEEK JOURNEY FOR CERRO PELON MONARCH BUTTERFLY SANCTUARY IN MACHEROS, MEXICO.

→ **HUNDREDS OF NATIVE MILKWEED SEED PACKAGES** WERE DISTRIBUTED TO COMMUNITIES AND RUNNERS ALONG THE ROUTE.





EDUCATIONAL MATERIALS DONATED  
BY CANADIAN WILDLIFE FEDERATION

## MEDIA & SOCIAL MEDIA IMPACT

→ **25,000 PAGE REACH** ON  
MONARCH ULTRA FACEBOOK  
(DURING 3 WEEK PERIOD)

→ **10,000 ACCOUNTS REACHED**  
ON MONARCH ULTRA INSTAGRAM  
(DURING 3 WEEK PERIOD)

→ **30+ NEWSPAPER ARTICLES, TV  
& RADIO INTERVIEWS**, INCLUDING  
WITH CBC ONTARIO MORNING\*, CTV  
WINDSOR, CTV LONDON, CTV BARRIE,  
KAWARTHA NOW, PETERBOROUGH  
EXAMINER, BARRIE TODAY, AND  
CANADIAN RUNNING MAGAZINE.

\* **CBC INTERVIEW, LISTEN HERE:**  
<https://www.cbc.ca/listen/live-radio/1-112-ontario-morning-from-cbc-radio/clip/15868712-ontario-morning-monday-september-27-2021->



## VISION FOR 2022 & 2023

→ **AUG 2022:** ORGANIZING 50KM TRAIL RACE AT KAWARTHA NORDIC

→ **SEPT 2022:** HOSTING SYMPOSIUM IN PETERBOROUGH WITH ZITACUARO (MEXICO) DELEGATES ON CONSERVATION EFFORTS & INDIGENOUS VISION FOR SUSTAINABILITY

→ **NOV 2022:** LAUNCHING MONARCH ULTRA DOCUMENTARY TOUR ALONG MONARCH MIGRATORY ROUTE

→ **FALL 2023:** ORGANIZING THREE RACES, THREE COUNTRIES, THREE FESTIVALS FOR THE BUTTERFLIES

**Ontario Minister of the Environment, Conservation and Parks,** *"This is an exciting initiative, and I appreciate your interest in protecting the Monarch butterfly and the ecosystems this species supports across North America."*



THANK  
YOU TO  
OUR  
GENEROUS  
SPONSORS

ATHLETICS ONTARIO  
AVANT-GARDEN SHOP  
BLUESTREAK RECORDS  
CITY OF PETERBOROUGH  
FIREFLY BOOKS  
FLEMING COLLEGE  
GENERATION SOLAR  
GREENUP  
KEMPENFELT ROTARY CLUB  
LETT ARCHITECT  
MAIN INGREDIENT  
MONARCH CITY USA  
PETERBOROUGH FIELD NATURALISTS  
ROTARY CLUB OF PETERBOROUGH KAWARTHA  
ROTARY CLUB OF UXBRIDGE  
SALT YOGA





AS WE LOOK BACK ON OUR JOURNEY, WE ARE FULL OF GRATITUDE FOR THE RUNNERS WHO SHOWED GRIT & DETERMINATION; FOR THE COMMUNITIES WHO WELCOMED US WITH OPEN ARMS; AND FOR THE PASSIONATE ACTIVISTS WHO ARE HELPING TO BUILD A BETTER WORLD.



CONNECT WITH US!

CARLOTTA JAMES - COFOUNDER  
[carlotta.james@gmail.com](mailto:carlotta.james@gmail.com)

Facebook: <https://www.facebook.com/MonarchUltra>

Instagram: [https://www.instagram.com/the\\_monarch\\_ultra/](https://www.instagram.com/the_monarch_ultra/)

Website: <http://www.themonarchultra.com/>