

Western Monarch Mystery Challenge

Project Summary

Western monarchs are at less than 1% of their population size in the 1980's and the situation is alarming. The **Western Monarch Mystery Challenge** is a campaign to find out where western monarch butterflies are in early spring. We know they spend the winter months (November to February) in groves along the California Coast, and start breeding in central California in May. However, no one knows where they are in March and April. Solving the mystery of where western monarchs spend the spring is central to conserving and restoring the phenomenon of monarch migration in the West.

How to participate is simple:

- 1.) If you see a monarch outside of overwintering groves, take a picture! (don't worry, it can be blurry)
- 2.) Report it to iNaturalist (the app is free) and include species and location OR email it to MonarchMystery@wsu.edu
- 3.) Be automatically entered to win a variety of prizes every week you report a sighting

If you upload a monarch photo - from outside the overwintering sites - you will be automatically entered in a weekly prize drawing. We will choose winners every week from Valentine's Day (Feb. 14) to Earth Day (April 22). Prizes will range from gift cards to REI or Patagonia to other goodies.



Here's how the entry process works:

- Each photo is an entry. So, if you submit 3 photos in a week, that is 3 entries for the prize that week.
- Each week you are eligible for new prizes, even if you submitted sightings and won prizes the week before. (No duplicates of the same monarch in the same place in the same week)

*Please do not submit sightings from monarch rearing projects. They skew data and could jeopardize the quality and legitimacy of conservation plans. Only “wild” monarchs are to be reported.

Media accounts, hashtags, and contacts:

(bolded hashtags are necessary)

Facebook: @monarchmystery

Instagram: @westernmonarchmystery

Twitter: @wmonarchmystery

#monarchmystery #citizenscience #citsci #communityscience #westernmonarchs
#savethemonarchs #savemonarchs #savetheplanet #science #nature #climatechange

Please direct questions to:

MonarchMystery@wsu.edu

