



**Message from Dr Sara Lewis, Chair of the Fireflyers International Network on the occasion of the inaugural World Firefly Day (WffD) 2018**

Theme: "We are tiny and bright, please don't forget us"

7-8 July 2018

Fireflyers International Network (FIN) is delighted to sponsor the inaugural World Firefly Day (WffD 2018), a global opportunity to celebrate these iconic insects. During the first week of July each year, FIN members will organize and participate in events taking place around the world to raise awareness and highlight the ecological, cultural, and artistic significance of fireflies. World Firefly Day provides an opportunity for everyone – even those who have never seen fireflies – to get familiar with these charismatic yet mysterious insects: their biodiversity, ecological roles, challenges faced, and socio-economic importance as a tourist attraction.

Earth's fireflies are beautiful, tiny, and bright, and they also provide many beneficial services to mankind. This year's theme, "*We are tiny and bright, please don't forget us*", broadcasts a message that fireflies are magical to see, yet also require our protection. This is because around the world fireflies now face many challenges. Greatest among these are destruction of fireflies' natural habitat through agricultural conversion, along with pesticide use, light pollution, and commercial harvesting in some regions.

Our hope is that this World Firefly Day celebration will help foster delight and appreciation of fireflies across many cultures. By spreading knowledge about their luminous lives, we can build support for local and global efforts to preserve these charismatic creatures.

How can FIN members help celebrate and take part? So many ways! Step up and give a radio or newspaper interview, write a magazine article, display your artistic creations, talk at a firefly festival, lead some local firefly hikes. To learn more about World Firefly Day, check out our website at <https://fireflyersinternational.net/world-firefly-day>.

As always - happy fireflying to all!

Dr Sara Lewis  
Chair of FIN

*FIN is an international group of firefly scientists and enthusiasts established in 2017. Our mission is to serve as a leader and catalyst for the conservation of fireflies and their habitats through research, education and advocacy. With over 200 members representing more than 20 countries, FIN includes scientists, artists, conservationists, and naturalists, all unified by a shared sense of wonder and delight in these bioluminescent beetles.*