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DATE: 05/20/2025

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San Diego Celebrates Bee City USA Sign Unveiling



San Diego, CA – The City of San Diego proudly unveiled its new Bee City USA sign in a ceremony held at the San Diego Zoo on World Bee Day, celebrating its commitment to pollinator conservation and a major milestone in its ongoing efforts to protect pollinators and promote biodiversity.

The initiative, spearheaded in 2023 by Council President Joe LaCava in collaboration with Dr. James Nieh, a professor of ecology at UC San Diego and Chair of the San Diego Bee City Committee, represents a citywide commitment to creating and maintaining pollinator-friendly habitats rich in native plants and mindful of harmful pesticides. San Diego joins more than 300 other Bee City USA affiliates across the country and holds the title of the largest metropolitan area to receive the designation.

“San Diego’s designation as a Bee City USA reflects our deep commitment to pollinator protection,” **said Council President Joe LaCava**. “This celebration marks the culmination of an initiative I launched nearly two years ago alongside our city’s environmental leaders. As former Chair of the Environment Committee and representative of a coastal district that includes pollinator sanctuaries like Torrey Pines State Natural Reserve, I’m proud to continue championing stronger habitat protections and responsible pesticide practices. These efforts are critical to the health of our region’s ecosystems, agriculture, and food supply.”

“Unveiling this sign is a proud moment for the San Diego Bee City Committee. It symbolizes our shared commitment to protecting the many different pollinators that keep our ecosystems thriving,” **said Chair of the San Diego Bee City Committee James C. Nieh**. “By raising awareness about biodiversity, supporting our native plants, and encouraging thoughtful pesticide use through education, we are taking real steps to create a more sustainable and informed future for us and the planet. This is not just about pollinators—it is about all of us working together to care for the world we share.”

“At San Diego Zoo Wildlife Alliance, we know that protecting all species, including pollinators as important as our bees, takes a village of dedicated and committed individuals,” **says Erika Kohler, Senior Vice President and Executive Director of the San Diego Zoo**. “We are deeply grateful for our partnerships with the City of San Diego, the Xerces Society and UC San Diego that paved the way for San Diego to be officially designated as a Bee City.”

“Today’s unveiling of the ‘Bee City’ sign reflects San Diego’s commitment to sustainability and environmental leadership,” **said Councilmember Stephen Whitburn**, who represents the district that includes the San Diego Zoo. “I want to thank Council President Joe LaCava for championing this initiative, and the San Diego Zoo for its continued partnership in conservation.”

Bee City USA, an initiative of the Xerces Society for Invertebrate Conservation, empowers communities to protect pollinators by fostering healthy habitats rich in native plants and free from insecticides. San Diego’s Bee City USA designation reinforces the city’s commitment to protecting these vital species and preserving our natural biodiversity, ensuring our conservation efforts continue to hum.

For further information, please visit the Bee City USA official [website](#). Additional photos and remarks can be found [here](#).

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