

# Celebrate **World Firefly Day** with us on **July 3-4, 2021!** *featuring a public forum on firefly ecotourism and livestreams from firefly sites around the world*

As recent as fifty years ago, millions of fireflies were harvested each year in the United States by scientific suppliers interested in selling their bioluminescence chemicals. These chemicals can now be synthesized in the lab, and so firefly harvesting is no longer common in the U.S. – but it continues to be a big problem in other countries, especially China. In recent years, millions of wild-caught fireflies have been sold online for “release events” at theme parks, weddings, and holidays. Away from their native habitat, these fireflies quickly die, and the revenue does not trickle down to the rural villages from which they were taken.

Firefly tourism can bring immense environmental and economic benefits to rural communities, just as these beloved insects bring delight to visitors. By adopting best practices for sustainable firefly tourism, local people at firefly tourism sites can earn stable incomes while protecting and rehabilitating native habitats. **Firefly Komunitis** can spread the knowledge and the appreciation needed to conserve firefly populations so that future generations can continue to admire them.



WffD 2021 theme:  
*Watch us, don't catch us!*

黄昏を  
蛍が照らし  
目輝く

*Tasogare wo  
hotaru ga terashi  
me kagayaku*

*Twilight is  
lightened by fireflies  
that delight the eyes*

Haiku by Sonny Wong, Malaysian Nature Society (MNS)  
Translated by Tomoko Ichikawa  
Woodcut from the MNS World Firefly Day T-shirt

For information about how, where, and when to celebrate the World Firefly Day 2021, please go to <http://fireflyersinternational.net/world-firefly-day>. Help spread the word by posting videos and photos of your celebration on our Fireflyers International Facebook page. If you'd like your event to be featured on the FIN website, please send a brief write up and photos to [avalonceleste@gmail.com](mailto:avalonceleste@gmail.com).