

# CDFW Presents: A Biodiversity Day and Conservation Lecture Series Special Event!



California Biodiversity Day takes place on September 7th of each year, marking the anniversary of the launch of the [California Biodiversity Initiative](#) in 2018. This annual event celebrates our state's exceptional biodiversity, while also encouraging actions to protect it. This year, we are excited to have many partners joining us to host California Biodiversity Day events from September 3 to September 11. Please join us for a special joint presentation celebrating California Biodiversity Day through the California Department of Fish and Wildlife's Conservation Lecture Series.

## 30x30 California and Community Science

PRESENTED BY: Dr. Jennifer Norris

Jennifer Norris serves as Deputy Secretary for Biodiversity and Habitat at the California Natural Resources Agency. She leads the state's 30x30 initiative and oversees "Cutting Green Tape" in support of landscape scale habitat restoration. Jennifer will be joined by **Jose Esparza**, the Community Science Coordinator with the California Native Plant Society, **Rebecca Johnson**, Co-Director of the Center for Biodiversity and Community Science with the California Academy of Sciences, **Miguel Ordeñana**, Senior Manager of Community Science with the Los Angeles County Natural History Museum, and **Merav Vonshak**, founder of the BioBlitz Club.



In April 2022, the California Natural Resources Agency released its Pathways to 30x30 strategy for conserving 30% of California's land and coastal waters by 2030 to protect and restore biodiversity, expand access to nature, and mitigate and build resilience to climate change. Public participation and input were critical in helping the state identify strategies that reflect local and regional conservation priorities.

Continued collaboration and learning will be key for successfully implementing Pathways to 30x30. Utilizing community science and the collective observations of plants and animals is an opportunity to expand our understanding of biodiversity in California and better identify important places to conserve. Join us in a conversation with community science champions to learn more about how we can work together to achieve California's 30x30 goal.



**Tuesday, September 6th**  
**1:00 - 2:30 pm PDT**

Register at: [www.wildlife.ca.gov/Conservation/Lectures](http://www.wildlife.ca.gov/Conservation/Lectures)  
Questions? Contact: [Whitney.Albright@wildlife.ca.gov](mailto:Whitney.Albright@wildlife.ca.gov)