



News for Stakeholders

June 2012

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Join “Munch Hour” with APHIS’ Spokes-bug on June 28th

He’s lean, mean, and could be moving into a neighborhood near you. He’s Vin Vasive, the new spokes-bug for APHIS’ Hungry Pests outreach program. Vin has already done some work both in radio and television, starring in public service announcements reminding Americans about the dangers invasive pests, such as the Mexican Fruit Fly and Asian longhorned beetle, pose to fruits, vegetables, trees, and other agricultural crops. But now Vin is going viral: he will be hitting the Internet to talk about his “Culinary Tour” of America.





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On Thursday, June 28th from 1-3 p.m. EST, Vin and an education outreach representative from APHIS' Hungry Pests campaign will be hosting a live event on Facebook called "Munch Hour with Vin Vasive." During the two hours, Hungry Pests' Facebook fans will be able to communicate directly with Vin Vasive via Facebook chat, as well as a Hungry Pests campaign representative. In the process, the public will learn about the actions they should—and should not—take to help prevent the spread of invasive species.

Don't forget to mark June 28th down in your calendar as the date to meet Vin Vasive during our Hungry Pests' "Munch Hour" and visit www.facebook.com/hungrypests to help prevent an invasion in your neighborhood! Your participation will be helpful in guiding discussions and educating the public. If you have a Facebook page or Twitter following, please share this invitation and encourage participation in our June 28th event.