

# Birds, Science and You



Wild Birds Unlimited is deeply committed to educating the public about the importance of understanding our environment and preserving our natural wildlife habitats. We have formed alliances with many organizations, including the Cornell Laboratory of Ornithology, that support our mission to bring people and nature together.

We are fortunate to have this relationship with Cornell because it gives us access to a wealth of information that we might not otherwise be able to obtain. Then we can provide you with the most up-to-date birding information.



## **Two Opportunities for You to Help Science**

### **Project FeederWatch**

Wild Birds Unlimited is a sponsor of Project FeederWatch. The Cornell Lab of Ornithology operates the program in partnership with the National Audubon Society, Bird Studies Canada and Nature Canada. Volunteers count birds at their backyard feeders once every two weeks from November to April. The information they gather helps scientists gain a better understanding of population trends and movements of birds and helps foster an awareness of North American feeder bird conservation efforts.

### **Great Backyard Bird Count**

Wild Birds Unlimited is a major sponsor of this event. The Cornell Lab of Ornithology and the National Audubon Society manage and oversee the program, which is a part of BirdSource. During the Great Backyard Bird Count each February, individuals, families and community groups can track the birds they see at their feeders. Scientists use this information to define bird ranges, populations, migration pathways and habitat needs.

### **Thank You**

By supporting Wild Birds Unlimited, you are supporting these important citizen science programs. Together we are working to raise awareness of environmental conservation and wildlife preservation so that generations to come can appreciate the marvels nature holds for us all.

For more information, talk to one of our  
Certified Bird Feeding Specialists

