

Contact:

Chris Neff
Director of Communications
chris.neff@njaiudubon.org
908-396-6660

New Jersey Audubon's World Series of Birding Celebrates 40 Years

Over four decades the World Series of Birding teams have raised millions of dollars for bird conservation.

Bernardsville, NJ, May 10, 2023 – on Saturday May 13th, from midnight to midnight, over 80 birding teams will compete to count as many species of birds in a 24-hour period while raising awareness and funds for bird conservation. Across New Jersey, World Series of Birding® teams will scour New Jersey forests, grasslands and plains, wetlands and the shore to identify as many species of birds as they can in one day.

What began decades ago as a mission to identify as many bird species as was possible in 24hrs has grown to international fame raising 100,000's of dollars each year to help protect birds. Teams include young to old, and seasoned birders to novice. However, all have the same underlying goal, driving conservation awareness for birds.

Bird populations are a key indicator of the health of our ecosystem and recent research has shown an alarming decline in an overwhelming number of species of birds. Many are species the World Series of Birding teams seek to find and add to their counts. Fans and supporters of the event can support individual teams or the event generally with a gift by going to the World Series of Birding website at www.worldseriesofbirding.org

This year for our 40th we have made it possible for not only teams to run their own fundraisers within the World Series of Birding environment but also fundraising can be done by individual team members. Additionally all teams will have access to a checkpoint at our Bernardsville, NJ location and sponsored by Zeiss, to refresh and tally initial counts before heading back out to complete their day. As always there will be a celebration brunch held in Cape May announcing the winners of the 2023 World Series of Birding.

New Jersey Audubon thanks our sponsors. Event Sponsor, Ocean Wind. Category Sponsors, Zeiss. Team Sponsors, Atlantic City Electric, DSM, Ernst Seeds, Hudson Farm, Montclair Bird Club, PSE&G, Rey Financial Group and The Cornell Lab.

For more information, please visit www.worldseriesofbirding.org.

About New Jersey Audubon:

New Jersey Audubon is a privately supported, not-for profit, statewide membership organization. Founded in 1897, and one of the oldest independent Audubon societies, New Jersey Audubon fosters environmental awareness and a conservation ethic among New Jersey's citizens; protects New Jersey's birds, mammals, other animals, and plants, especially endangered and threatened species; and promotes preservation of New Jersey's valuable natural habitats. For more information, visit www.njaudubon.org