



FOR IMMEDIATE RELEASE:

ZEISS Sponsors 2025 Cape May Hawkwatch

Supports NJ Audubon's Cape May Bird Observatory's Principal Migration Count

September 2, 2025: Bernardsville, NJ - New Jersey Audubon is pleased to announce its 2025 Cape May Hawkwatch will be sponsored by ZEISS, makers of premium optics, including binoculars and spotting scopes popular with bird watchers worldwide. Funding from ZEISS supports the fall season naturalists hired by NJ Audubon's Cape May Bird Observatory (CMBO). The official counter and three seasonal staff members will assist visitors with raptor identification and natural history at the hawkwatch platform in Cape May Point May State Park from September 1 to November 30, 2025.

"ZEISS has been an outstanding partner to New Jersey Audubon for over twenty years," stated Alex Ireland, New Jersey Audubon's President and Chief Executive Officer. "From youth birding programs to the World Series of Birding and our Spring and Fall Festivals, we have shared common ground in promoting the benefits of nature observation to the growing population of birdwatchers and nature enthusiasts who visit New Jersey, and Cape May in particular, from points near and far. We are grateful for their leadership and support."

"It is our pleasure and privilege to be able to sponsor the Cape May Hawkwatch this season", stated Renee DePrato, Marketing Manager for Birding & Nature Observation at ZEISS. "New Jersey Audubon and Cape May Bird Observatory are conservation organizations second to none in North America and ZEISS, as a conservation advocate, is especially proud to support this project."

Brett Ewald, Director of the Cape May Bird Observatory, added, "Witnessing the stunning migration of hawks through Cape May in the fall is a dream come true for many birders. While the sheer number of birds is impressive, their flight paths often take them directly overhead, offering amazing views to the observers who travel to Cape May. ZEISS understands that hawkwatching is often the spark that grows into a passion to learn more about all kinds of birds."

Founded in the fall of 1976, the Cape May Hawkwatch at Cape May Point State Park has become a world-renowned gathering spot for raptor lovers. At that time, the Cape May Bird Observatory was in its infancy under the leadership of Bill Clark, who hired a young birder from North Jersey, Pete Dunne, as the first official counter. Pete Dunne would go on to become one of North America's most beloved authors on all things birds and birding; a career that continues today.



The first hawkwatch platform was constructed by New Jersey's Department of Environmental Protection Division of Parks and Forests in 1985. Growth in the popularity of bird watching led to its expansion in 2001 to the multi-tiered viewing platform that stands today. Some 30,000 people visit the hawkwatch each fall, hoping for good views of some of the 45,000+ raptors counted annually. Live count data can be seen on NJ Audubon's website www.njaudubon.org.

NJ Audubon's Cape May Bird Observatory is a worldwide leader in long-term bird migration study in North America and has conducted the hawkwatch count since its inception.

About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. With over 46,000 employees, ZEISS is active globally in around 50 countries. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery as well as ZEISS brand products such as eyeglass lenses, binoculars, spotting scopes and photo lenses. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components.

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 conservation organizations, New Jersey Audubon Inspires and empowers people to care for nature throughout New Jersey and beyond. We protect New Jersey's wildlife and plants, especially those species at risk by promoting the preservation of New Jersey's valuable natural habitats. Learn more at www.njaudubon.org

Contact:

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