



# NJ AUDUBON'S WORLD SERIES OF BIRDING



Now in our 43<sup>rd</sup> year

## What is the WSB?

**A team competition for all ages in which birders race to identify as many bird species as possible in 24 hours in the great state of New Jersey.**



*The first WSB began at midnight, on May 19, 1984. 13 teams set out on a 24-hour treasure hunt. Their mission: To tally as many as 200 different species of birds by sight or sound. Their objective: To raise money for their favorite environmental cause, and to focus attention on the habitat needs of migrating birds.*

*They succeeded beyond anyone's dreams and in 2026, we hope to see over 90 teams and 500 participants vie for glory and their share of the excitement in North America's most spirited conservation fundraising event, the annual WORLD SERIES OF BIRDING.*

## Why support the WSB?

**Donations to NJ Audubon and other participating organizations fund crucial environmental work in New Jersey that benefits us today and for future generations.**



Indigo Bunting by Roger Horn

### Did you know?

If birds are thriving, our ecosystem is healthy. If they're not, we have work to do.

North American bird populations have dropped nearly 30% since 1970 according to research from the Cornell Lab of Ornithology, released in 2023.

## World Series of Birding Today:

- @ 100 teams
- @ 500 participants

## WSB Marketing Outreach

Campaign Duration: March through May

- **Paid Ads**
- **Social Media**
- **Email Outreach**
- **Website Promotions**
- **Reaching over 500,000 profiles with strong engagement**
- **Regional and national media placements**



<https://njudubon.org/world-series-of-birding>