



Natural Resources
FOUNDATION
of Wisconsin

MEDIA ADVISORY

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FOR IMMEDIATE RELEASE

Birding for a cause

The Great Wisconsin Birdathon is April 15th-June 15th

[ACROSS WISCONSIN – April 15th, 2023] Birders are “gathering their flocks” for NRF’s Great Wisconsin Birdathon, the state’s largest fundraiser for bird conservation.

The Birdathon is like a walk-a-thon-style fundraiser, but instead of logging miles, teams log bird sightings. Teams choose their own birding adventure and participate in a wide variety of ways. Some go birding for a couple of hours in their own backyard, while some travel to a birding hotspot and count as many species as they can for a full 24 hours! The Birdathon is for everybody – people of all birding skill levels are encouraged to participate.

What: NRF’s Great Wisconsin Birdathon

When: Teams can register now and go birding anytime April 15th -June 15th (the peak of spring bird migration)

Where: Anywhere in Wisconsin

Who: Birders from all across the state participate in this event, which is coordinated by the [Natural Resources Foundation of Wisconsin](#)

Why: Each year, the Birdathon raises over \$100,000 for Wisconsin’s highest priority bird conservation projects via The Natural Resources Foundation of Wisconsin’s Bird Protection Fund. Last year, funds raised by participants supported creating piping plover habitat, rearing whooping crane chicks, spreading awareness about Connecticut warblers, supporting community initiatives for bird-friendly neighborhoods, engaging new and underrepresented voices in the birding community, building impactful collaborations to protect Wisconsin's Important Bird Areas, and protecting our neotropical migrants on their long migratory journeys to Central America.

Info and registration: wisconservation.org/birdathon

Notes for media:

- [Link to photos](https://photos.app.goo.gl/dqxYBhuKXPbsqCWo9) from last year's Birdathon (<https://photos.app.goo.gl/dqxYBhuKXPbsqCWo9>)
- This year's **Bird of the Year** is the Connecticut warbler, a rapidly-declining bird that is the focus of new conservation efforts underway by the Natural Resources Foundation of Wisconsin and the Wisconsin DNR. This year's Birdathon tee shirt was designed by a Wisconsin-based graphic designer (and Birdathon-er), Brooke Weiland! wisconservation.org/merch
- Let Shelly or Soumi know if you're interested in tagging along with a Birdathon team when they go birding for your story



Natural Resources Foundation of Wisconsin

The Natural Resources Foundation of Wisconsin (NRF) helps protect our state's lands, waters, and wildlife by providing strategic funding, leading conservation partnerships, and connecting all people to nature. NRF invests over \$1 million each year into conservation and environmental education and leads several diversity, equity, and inclusion efforts for Wisconsin's conservation community. NRF also helps people explore the outdoors by coordinating 250+ expert-led Field Trips each year to Wisconsin's most special places and hosts The Great Wisconsin Birdathon, the state's largest fundraiser for bird conservation. Learn more and get involved at www.wisconservation.org.

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