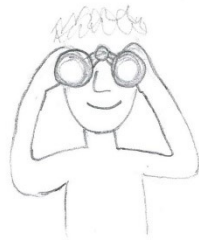




- Mobile game for kids
- Get points for each new bird you spot!



- Birdwatching breaks in school
- April - May: every day during lunch



"Why care about birds?"

- Social media campaign
- highlight birds' benefits to humans