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**\*\*MEDIA ALERT\*\***

**New Alliance to Promote Migratory Bird Conservation During 2018, the *Year of the Bird***

**Boulder, Colorado** – Last year, in an effort to boost recognition of and appreciation for migratory birds and to highlight the urgent need for their conservation, the world’s largest migratory bird education campaigns forged a new alliance. Now the same parties have signed a partnership agreement to unite their efforts into a single educational campaign.

The groundbreaking accord between Environment for the Americas, the Convention on Migratory Species, and the Agreement on the Conservation of African-Eurasian Migratory Waterbirds will combine International Migratory Bird Day and World Migratory Bird Day into a unified, global effort to be called World Migratory Bird Day (WMBD). This campaign will be organized around an annual conservation theme, which in 2018 will be the *Year of the Bird.*

Environment for the Americas will maintain its focus on the Western Hemisphere, working to engage communities at schools, parks, natural areas, museums, and other venues from Argentina to Canada and the Caribbean and to highlight the easy, everyday actions that people can take to help migratory birds. During *Year of the Bird*, Environment for the Americas will also celebrate its new partnership and the amplifying effect that unifying the world’s voices for bird conservation under a single event will have.

“Birds do not recognize political boundaries, so their conservation depends on our joint efforts at the many habitats they need for nesting, migratory stopovers, and wintering grounds,” explains Susan Bonfield, executive director of Environment for the Americas. “This partnership represents our desire to work together for the benefit of migratory birds around the globe.”

2018 also marks another milestone: the 25th anniversary of International Migratory Bird Day. “We are excited to celebrate this landmark occasion as we continue to expand our work for bird conservation,” Bonfield says.

Ideas for Incorporating the *Year of the Bird* Conservation Theme into Community Events:

Here are some of the ways you can helps spread the word about this new, global partnership!

* Host a World Migratory Bird Day activity, program, or event
* Share the many daily actions people can take to help migratory birds with as many people as possible. These are featured on our new Bird Conservation Calculator at migratorybirdday.org
* Use the downloadable WMBD materials available at migratorybirdday.org/resources to help others understand the threats to migratory birds and how every person can play an important role in reducing their impacts

**About Environment for the Americas**

Based in Boulder, Colorado, [Environment for the Americas](http://www.environmentamericas.org/) works with diverse partners to provide bilingual educational materials and information about birds and bird conservation throughout the Americas. Their programs inspire children and adults to get outdoors, learn about birds, and participate in their conservation.

**About the Convention on Migratory Species of Wild Animals**

The [Convention on Migratory Species](http://www.cms.int/en/legalinstrument/cms) is an environmental treaty that provides a global platform for the conservation of migratory animals and sustainable use of their habitats. The treaty unites the regions through which migratory animals pass and lays the legal foundation for coordinated conservation measures throughout their range.

**About the Agreement on the Conservation of African-Eurasian Migratory Waterbirds**

The [Agreement on the Conservation of African-Eurasian Migratory Waterbirds](http://www.unep-aewa.org/en/legalinstrument/aewa) is a treaty devoted to the conservation of migratory waterbirds and their habitats across Africa, the Middle East, Europe, Central Asia, Greenland, and Canada. Its goal is to coordinate the conservation and management of migratory waterbirds across their entire range.

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