FOR IMMEDIATE RELEASE



Contacts:

Connie Marshall
Director of Marketing & Public Relations
Alta Ski Area
801.799.2263
connie@alta.com

Maura Olivos Sustainability Coordinator Alta Environmental Center 801.832.1700 molivos@alta.com

SKIING & BIRDS – SATURDAY, MARCH 5TH, 2016 Discover the birds of Alta by snowshoe or skis!

Alta, Utah – February 9, 2016: Why do Birds Matter? Birds make any place a chance for discovery, they make a garden seem wild, they are a little bit of wilderness coming into a city park, and for a bird watcher every walk is filled with anticipation. What feathered jewel might drop out of the sky next? — David Sibley, Author (quote from www.audubon.org/magazine/march-april-2013/why-do-birds-matter).

Join us in celebration, discovery and conservation of the birds in Alta. In partnership with Tracy Aviary, Friends of Alta and the Alta Environmental Center, Alta Ski Area is proud to host *Skiing & Birds* on Saturday, March 5th, 2016. A fun afternoon of skiing or snowshoeing, birding or just enjoying Alta followed by an après ski gathering with bird, outdoor and conservation enthusiasts. This event seeks to raise awareness and support of the partnered <u>Citizen Science</u> Bird Monitoring Project in Alta.

A three-year study, with the help of Citizen Science volunteers the partners seek to develop a breeding bird baseline list of species and a better understanding of Alta's feathered residents habits and needs. To discover more about the citizen science efforts, opportunities, and neat facts this is the event to attend.

What: Skiing & Birds

Why: To raise support for bird conservation in Alta **When**: Saturday, March 5, 2016 | 12pm – 7:30pm

Where: Albion Grill, Alta Ski Area, Alta, UT

How: http://tracyaviary.org/upcoming-events/skiing-birds **Who:** https://www.facebook.com/events/943863582357572/

To read more abou the Bird Monitoring Project and Citizen Science opportunities please visit www.alta.com/alta-environmental-center/research-education/bird-survey-project.

