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12 October 2016

How many birds are in your backyard?

- The Aussie Backyard Bird Count starts Monday as part of National Bird Week, 17-23 October
- "Pop-up Backyard" featuring live birds, in Martin Place Sydney, 12 October, launches the #AussieBirdCount
- Aim is to count 1.5 million birds during #AussieBirdCount
- Anyone can count – anywhere there are birds, anytime of the day or night, as many times as they like, using Aussie Bird Count app
- Bird counters affectionately being referred to as #birdnerds and #citizencientists on social media

Counting birds this spring is as close as your own backyard. And today, BirdLife Australia brought a pop-up backyard, complete with birds, to Sydney's urban backyard, Martin Place. The pop-up backyard launches this year's Aussie Backyard Bird Count, which begins next Monday 17 October.

BirdLife Australia is calling on all Australians to head into their favourite outdoor spaces and join the count. Whether you count in your own backyard, local park or botanic gardens, in a group, with a friend or by yourself, everyone who joins the count will help BirdLife Australia reach its target of counting 1.5 million birds in 7 days. It's fun, but it has a bigger purpose: it provides a picture of how Australian birds are faring across the country.

No matter where you are, there are birds all around you. It doesn't matter if you live in the suburbs, in the city, by the sea or in the country; our Australian birds live in all different types of habitats. Sometimes you just need to look up!

Holly Parsons, Manger of the Birds in Backyards Program said, "We are very fortunate to share our backyards with an impressive array of birds that come in all shapes and sizes, and just like our birds, birdwatchers come in all shapes and sizes – young and old, novice and expert."

The Aussie Backyard Bird Count really is for everyone, and anyone can take part anywhere in Australia. Download the free app or head to the website to get started and become a part of this huge citizen science event.

Download the free app or join the count at aussiebirdcount.org.au. It's easy!

MEDIA CONTACT ONLY

Contact Jack Walden on jack@thecword.com.au or 0428 300 090 to arrange an interview or for high quality images, sounds and video. Request the Bird Week media kit with more story ideas and images.

Visit the #AussieBirdCount Media Centre at
<http://aussiebirdcount.org.au/media>

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