



# GEORGIA AUDUBON

## **FOR IMMEDIATE RELEASE**

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**Media Note:** Photos to accompany this article and a MS Word version of this press release are available for download at <https://bit.ly/33mdYok>.

## **ATLANTA AUDUBON SOCIETY IS NOW GEORGIA AUDUBON** ***Name Change Reflects New Statewide Reach***

**(ATLANTA, GA,) August 3, 2020** - The Atlanta Audubon Society Board of Directors recently voted to change the name of Atlanta Audubon Society to Georgia Audubon. Along with the new name comes a new statewide focus and partnerships with other Audubon chapters across Georgia to scale out successful programs, amplify the good work already being done, engage more people and more diverse communities, and enhance conservation efforts for birds across Georgia and the Atlantic Flyway.

“With an ever-growing list of conservation threats facing Georgia birds and their habitats, there is a clear need for habitat restoration and resilience, education, and community engagement on a statewide level,” says Executive Director Jared Teutsch. “As Georgia Audubon, we will seek to adopt a broader focus to connect birds and people across the state.”

The mass decline of bird populations over the past several decades is a warning about the health of our ecosystem. Birds are telling us it's time to act. With our expanded footprint as a statewide conservation organization, Georgia Audubon will be better positioned to tackle issues that affect birds throughout Georgia. Decades of threats ranging from climate change to habitat fragmentation to urbanization have left many bird species in peril in Georgia—birds such as the Brown-headed Nuthatch, Chimney Swift, Field Sparrow, Red Knot, Wilson’s Plover, and even our own State Bird, the Brown Thrasher. Interest in birds and bird watching has soared in recent months and, as the only staffed Audubon chapter in the state, Atlanta Audubon is uniquely positioned to become a statewide organization.

Established in 1926 as the Atlanta Bird Club, the organization later voted to become an independent chapter of National Audubon Society and was granted 501(c)(3) nonprofit status in 1973. Since hiring its first part-time staff person in 2006, the organization has grown to include eight full-time and one part-time staff positions at its headquarters at the Blue Heron Nature Preserve in Buckhead. With a mission of building places where birds and people thrive, Georgia Audubon is developing a comprehensive strategy to take existing conservation and education programs directly to diverse communities throughout the state.

“Georgia Audubon knows that when we protect birds and the places they need, we are building communities where birds and people can thrive together,” said David J. Ringer, chief network officer of the National Audubon Society. “Georgia Audubon is an influential and effective partner organization to the National Audubon Society and our national network of chapters and student clubs. We’re confident Georgia Audubon will continue to grow their advocacy efforts and groundbreaking programs to benefit the birds, people, and economy of Georgia, and we look forward to growing our partnership.”

*Georgia Audubon is building places where birds and people thrive. We create bird-friendly communities through conservation, education, and community engagement.*

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