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**FOR IMMEDIATE RELEASE**

**NEWS RELEASE**

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### **Schlitz Audubon Named Milwaukee's Second Bird-Safe Building**

**MILWAUKEE, Wis.** (April 11, 2007) — Schlitz Audubon Nature Center (SANC) was just recognized as Milwaukee's second WIngs (Wisconsin Night Guardians for Songbirds) Bird-Safe Building by the Wisconsin Humane Society (WHS).

Schlitz Audubon's green building was designed and is operated to have minimal impact on the environment and local wildlife. Some of the requirements the Center meets to qualify as a Bird-Safe Building include: utilizing motion detectors to reduce lighting, scheduling cleaning to reduce night lighting, programming light timers to turn lights off after hours, installing lower intensity lighting, and having relatively small windows with overhangs, just to name a few. Bird-Safe buildings such as Schlitz Audubon's have proven to reduce bird deaths by 80%!

The Wisconsin Humane Society started the WIngs program in the spring of 2005 to make our cityscape safe for migrating birds. Milwaukee is one of many cities that lie on busy migratory pathways where birds are attracted to lighted skyscraper windows and reflective ground-level windows which present deadly obstacles. Hundreds of avian window collision victims are admitted to WHS's wildlife rehabilitation hospital each year and it is estimated that between 100 million and 1 BILLION birds die each year in North America from building collisions.

**Photo/video opportunities:** 1) Exterior of SANC building to show bird-friendly building features (relatively small windows, overhangs over some windows to cut down on reflections) 2) Birds injured in window collisions receiving care at the WHS Wildlife Rehabilitation Center in Milwaukee.

For more information please visit [www.wihumane.org](http://www.wihumane.org) and click on Wildlife.

*Schlitz Audubon Nature Center is a non-profit, locally supported organization dedicated to connecting people with nature and inspiring them to become responsible stewards of the natural world. The Center is open to the public seven days a week, 9 a.m. to 5 p.m.*

**[www.sanc.org](http://www.sanc.org)**

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