

International Dawn Chorus Day

6 May 2007



International Dawn Chorus Day 2007 will be the biggest and best ever. All around the globe people will be rising early to greet the rising sun and enjoy nature's daily miracle.

Events are organised by local bird and wildlife conservation groups, on or near the first Sunday in May each year. Typically people gather just before dawn, enjoy the birdsong with a local expert, and follow it with a hearty breakfast.

Your group can benefit from the free publicity and media awareness of the event. You can attract new members, raise your profile and show how you contribute to the conservation of birds, other wildlife and their habitats - and you can have fun!

Register your Dawn Chorus Day event now by post, fax or email and maximise your benefit from the day's publicity and profile. We will also list your event on the internet and you will receive a **FREE Participation Pack** with **customisable materials** to publicise your event and **handouts** for people coming along.



www.idcd.info



Organise your own event for International Dawn Chorus Day and receive a FREE Participation Pack!

Organising your own Dawn Chorus event is easy. Agree a venue and find a 'Master of Ceremonies'. Ideal places are nature reserves and national parks, but successful events have taken place in back gardens and barracks! Experience suggests that woodland produces the best choruses, but wherever you go, make sure you have permission to visit.

On the day, meet up as dawn is breaking and enjoy the music as the sun rises.

The time depends on where you are, about 4 a.m. in northern temperate areas, 6 a.m. in the Tropics and in the Southern Hemisphere as late as 8 a.m. If you can, organise a breakfast to follow. Publicise the event to your members, supporters, friends and the public. Send press releases to local newspapers, radio and television.

You can use **your Dawn Chorus Event** to **attract new members** or to **raise funds** (why not get sponsored for every bird you hear). You can **raise your group's profile** or just have a fun event for your existing members. But above all, **spread the word** about how you and people all around the world work to celebrate and protect wild birds!

REGISTER YOUR EVENT!!

As well as benefitting from extra publicity and profile, we will put your event details on the web and keep you informed of developments. We will send you a free Participation Pack. This pack will contain customizable publicity material and leaflets for participants, advice on running an event, stories and information about IDCD - all the support materials you need! Please let us know about your planned event as soon as possible. **People from your area will visit www.idcd.info to find their local event** - make sure they aren't disappointed and that they can find your event!

It does not cost anything to register your event. All we ask is for you send us details of your event, enjoy it to the full, then let us know what happened and what birds you saw and heard. We will be compiling all the lists in the hope we can show the day was **the biggest birdwatch ever!**

For further information, advice or to register your event contact us at:

idcd@bbcwildlife.org.uk

International Dawn Chorus Day

The Wildlife Trust for Birmingham and the Black Country

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www.bbcwildlife.org.uk

Each morning the sun rises around a world facing ever more challenges. Everywhere people face the problems of pollution, famine, climate change and habitat destruction.

Yet each morning the birds awake and sing their songs with new enthusiasm. International Dawn Chorus Day is an opportunity to set aside the environmental challenges we face for a few minutes. Instead, join with your friends and colleagues around the world in enjoying and celebrating nature's daily miracle - the Dawn Chorus.

I hope you will be able to take part in International Dawn Chorus Day, you will be one of many, but remember, each dawn chorus is special.

I look forward to hearing from you.

Neil Wyatt
Chief Executive

The Wildlife Trust
for Birmingham and
the Black Country

The Wildlife Trust for Birmingham and the Black Country is one of 47 Wildlife Trusts covering the whole United Kingdom. It is the local nature conservation charity serving Birmingham, Dudley, Sandwell, Walsall and Wolverhampton - the heart of the English Midlands. This area was the birthplace of the industrial revolution. Today the area is a rich mosaic of industry, commerce, housing and open spaces. Among this human activity are internationally important wildlife sites, such as Sutton Park - the largest urban National Nature Reserve, and endangered species from peregrine falcons to water voles. It was no surprise that the area was the birthplace of the urban conservation movement in the United Kingdom. The Wildlife Trust is celebrating 25 years of leading the way in fields such as environmental education and the monitoring and recording of the rich variety of urban wildlife. The Wildlife Trust works to protect this wealth of wildlife, raise awareness of conservation and environmental issues and to involve people in enjoying and looking after the wildlife where they live. **International Dawn Chorus Day encourages people around the world to join with us in celebrating and enjoying local wildlife.**

If you wish to know more, or would like to support us in this exciting work, we can be contacted at the address above, or email info@bbcwildlife.org.uk or visit www.bbcwildlife.org.uk

International Dawn Chorus Day is organised by The Wildlife Trust for Birmingham and the Black Country, UK registered Charity No.513615, UK Registered Company No. 1650938.