



*The
Bird Ball*
PRESS KIT

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For Immediate Release:

Seattle Audubon to hold 2nd annual Bird Ball masquerade

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On October 21, 2017, from 7–10 p.m., Seattle Audubon Society will hold its annual Bird Ball masquerade. 200 guests are expected to attend the ball, a benefit event that celebrates the organization’s work in science, conservation, and education, and raises funds for the year to come.

The gala will include exclusive, after-hours access to the aquarium and its exhibits, dancing to the music of the Centerpiece Jazz Band, hors d’oeuvres, dessert, and complimentary beer and wine. Additionally, VIP ticketholders will enjoy a private otter-feeding experience and champagne toast.

This year’s Bird Ball will also commemorate the 10th anniversary of the Puget Sound Seabird Survey (PSSS), a citizen science survey managed by Seattle Audubon. Involving more than 185 volunteers at 122 sites around Puget Sound, PSSS provides vital data on seabird population in central and south Puget Sound.

Proceeds from the event will benefit Seattle Audubon’s programming and the implementation of the organization’s new strategic plan, *Seattle Audubon 20/20*.

“The Bird Ball is a wonderful way to celebrate the year’s achievements with our community,” says Seattle Audubon executive director John Brosnan. “We’re thrilled to be bringing these festivities and our excitement for the year ahead to the Seattle Aquarium — what better place to celebrate local birds and nature?”

General admission is \$100 — VIP admission is \$200. Tickets are on sale online at my.seattleaudubon.org/birdball17 or over the phone at (206) 523-8243 ext. 106.

About Seattle Audubon

Seattle Audubon envisions a healthy environment in balance with nature, where people enjoy, respect, and care for the natural resources that sustain the community of life. Since 1916, Seattle Audubon has led a local community in appreciating, understanding, and protecting birds and their natural habitats. For more information, please visit seattleaudubon.org.

FAQ

Q: What is the Bird Ball?

The Bird Ball is Seattle Audubon's annual benefit gala. The 2017 Bird Ball is the second iteration of the event – the first Bird Ball was a celebration of Seattle Audubon's centennial in 2016.

Q: Where is the Bird Ball?

This year's Bird Ball will take place at the Seattle Aquarium. Guests will have exclusive after-hours access to exhibits during the event.

Q: What should I expect at the Bird Ball?

You should expect a whole lot of fun — and a celebration of the birds and nature that we help protect! Enjoy delicious hors d'oeuvres, delectable desserts, and complimentary beer and wine. Guests will dance to the music of the Centerpiece Jazz Band. There will be raffle and silent auction for Seattle experiences, birding gear, and other exclusive items — and a costume contest with prizes!

Q: How can I get tickets?

Visit our Classy page at my.seattleaudubon.org/birdball17 or call the Nature Shop at (206) 523-4483 to reserve tickets. General admission is \$100 and VIP tickets are \$200. If you can't make it, any donation is greatly appreciated!

Q: What additional benefits do VIP attendees get?

VIP attendees will have access to premium seating, and a private otter-feeding demonstration (with champagne toast!) VIP admission also includes a Nature Shop and community partner gift bag.

Q: What should I wear to the Bird Ball?

Nature- and/or masquerade-themed costumes are encouraged, but by no means required!

Q: Help! I need costume ideas!

We've got you covered! We're hosting a mask-making party at the Seattle Audubon Nature Shop on Thursday, October 5, from 4–7 p.m. Check the Bird Ball Facebook event page (<https://www.facebook.com/events/358976127874717>) for links to Pinterest ideas, tips, and tricks for costumes. Note: We recommend faux feathers or feather alternatives like foam, cardboard, or clay to minimize impact on bird species.

Q: How do I get there?

The Seattle Aquarium is located on the Seattle waterfront at 1483 Alaskan Way. Seattle Audubon has reserved 100 (free!) spaces for Bird Ball attendees across the street at 1422 Alaskan Way — other parking garages can be found at 1531 and 1901 Western Ave. Guests with ADA plates or placards may park directly in front of the Aquarium.

Q: What if I have other questions?

Please contact Leigh Hiura at (206) 523-8243 x106 or leighh@seattleaudubon.org.

SEATTLE AUDUBON PROGRAMMING

Proceeds from the Bird Ball will go to support Seattle Audubon's strategic plan, *Seattle Audubon 20/20*, which can be read in full [here](#). Seattle Audubon is committed to habitat conservation, sound science, and environmental education, and capitalizes on its reputation and status as a regional leader to support local nature and instill a conservation ethic in the Seattle community.

Seattle Audubon takes a three-pronged programmatic approach to its mission: leading a local community in appreciating, understanding, and protecting birds and their natural habitats. The three main programs are conservation, education, and science — the vast majority of the organization's work falls under these programs.

CONSERVATION

Seattle Audubon works cooperatively with city agencies, other nonprofits, and concerned citizens to preserve and protect urban birds and their habitat. Projects include focused efforts on Marbled Murrelet and Northern Spotted Owl conservation, creation of the Action Agenda for the Puget Sound Partnership, and the 4-year Neighborhood Flyways campaign to restore and connect tree canopy and habitat across Seattle.

EDUCATION

Seattle Audubon takes seriously its commitment to environmental education. In addition to classes on topics ranging from bird identification to butterfly habitat-building and environmental advocacy, Seattle Audubon also offers a Master Birder Program, a two-semester course focusing on identification and natural history of Washington State birds. For the younger set, the organization provides education through Young Birders for teens, Finding Urban Nature (FUN) for elementary school students, and Fledglings and Friends for nature enthusiasts ages 2–5. Kids can learn about nature hands-on at Seattle Audubon's summer Nature Camp.

SCIENCE

The Science program focuses on gathering citizen scientists to collect vital data on bird populations around the Seattle area. The Puget Sound Seabird Survey (PSSS) empowers volunteer birdwatchers to gather data on wintering seabird populations in Puget Sound and the Strait of Juan de Fuca. Recent data analysis indicates an increase in occupancy for 14 species and has identified hotspots of species diversity, which will be used to aid terrestrial and marine management decisions. In King County parks, citizen scientists collect data on urban birds for the Neighborhood Bird Project (NBP). Finally, Seattle Audubon volunteers take part in the Christmas Bird Count, the longest-running citizen science survey in the world! More than 200 volunteers survey a circle 15 miles in diameter, all during one day. This data supports important research into the effects of climate change.

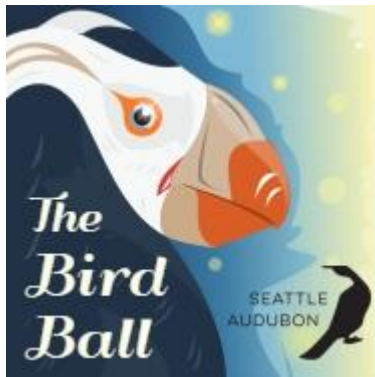
WEB COLLATERAL



970x100 banner



952x256 banner



186x186 thumbnail



612x295 banner for Facebook

PRINT COLLATERAL



11x17" poster



7.75x5.25" invitation

*You are cordially invited to the
2017 Bird Ball Masquerade!*

SEATTLE AUDUBON ANNUAL BENEFIT
SATURDAY, OCTOBER 21, 2017
7–10 P.M.

SEATTLE AQUARIUM
PIER 59, SEATTLE WATERFRONT

Flock with your friends, shake a tail feather, and let your masquerade dreams take wing! Hosted at the sparkling Seattle Aquarium, this year's festivities will include exclusive after-hours access to the aquarium, dancing to the musical stylings of the Centerpiece Jazz Band, hors d'oeuvres, and dessert.

Enjoy a beautiful Bird Ball while supporting birds and nature — and celebrate the 10-year anniversary of the Puget Sound Seabird Survey! Funds raised will boost the implementation of our strategic plan, *Seattle Audubon 20/20*, and benefit bird-centric environmental education, highly-regarded citizen science, and innovative urban conservation.

GENERAL ADMISSION \$100 | VIP ADMISSION \$200

To get tickets or to donate,
visit my.seattleaudubon.org/birdball17
or call The Nature Shop at (206) 523-4483.



CONTACTS

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