

**FOR IMMEDIATE RELEASE**

**March 3, 2025**

**Calgary Wildlife Rehabilitation Society Celebrates World Wildlife Day with Eye for the Wild Photography Contest**

**Calgary, Alberta** – In celebration of World Wildlife Day, an international event that raises awareness about the importance of wildlife conservation, the Calgary Wildlife Rehabilitation Society (Calgary Wildlife) is proud to launch its annual **Eye for the Wild** photography contest. This year's World Wildlife Day theme, "**Wildlife Conservation Finance: Investing in People and Planet,**" underscores the need for sustainable funding and innovative solutions to protect wildlife and their habitats.

Now in its seventh year, **Eye for the Wild** invites amateur photographers to showcase Alberta's incredible biodiversity by capturing images of wildlife in their natural habitats. With over 500 species calling Alberta home, these habitats range from backyards and urban green spaces to provincial parks and remote wilderness areas.

"Photography is a powerful tool for conservation," said **Beki Hunt, Executive Director of Calgary Wildlife**. "Not only does it allow us to appreciate the beauty of the wildlife we share our spaces with, but it also directly supports their protection. Each **\$15 photo entry fee** goes directly toward the rehabilitation and release of injured and orphaned wildlife, making every participant an investor in the health of our local wildlife."

By taking part, photographers not only contribute stunning images but also help fund lifesaving care for local wildlife. With an increasing number of species appearing on the **COSEWIC (Committee on the Status of Endangered Wildlife in Canada) list** as threatened or endangered, supporting rehabilitation efforts is more important than ever. Many species face habitat loss, climate change, and human-related threats, making conservation and rehabilitation efforts crucial in preventing them from becoming critically endangered or extinct.

All proceeds from the contest directly support Calgary Wildlife's rehabilitation programs. Winners, selected by a panel of expert judges with a passion for both photography and wildlife, will be featured in **Calgary Wildlife's 2026 print calendar** and online. Prizes are generously provided by **The Camera Store, Vistek, and My Fave Straps**.

For more details on how to enter the **Eye for the Wild** contest, visit [Calgary Wildlife's website](#).

