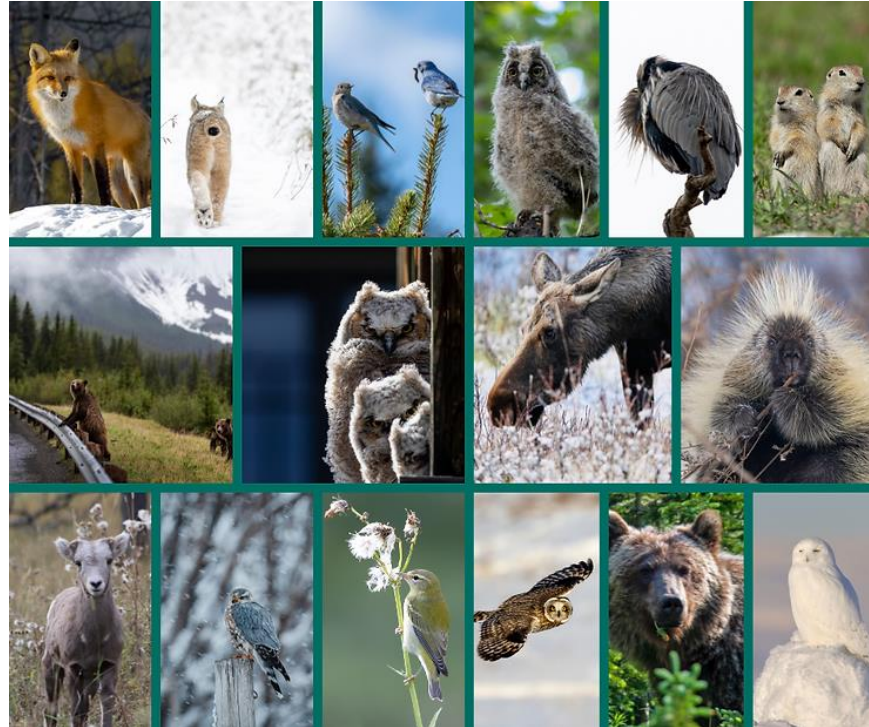


February 29th, 2024

**CALGARY WILDLIFE REHABILITATION SOCIETY CELEBRATES
WORLD WILDLIFE DAY BY KICKING OFF ITS ANNUAL PHOTO CONTEST**



Calgary, Alberta- In celebration of World Wildlife Day, an international event that raises awareness about the plight of wild animals around the globe annually on March 3rd, Calgary Wildlife is launching Eye for The Wild, its wildlife photography contest.

In its sixth year, the Eye for The Wild photography contest is open to all amateur photographers to submit their best photos of Alberta wildlife in their natural habitats. With over 500 species of wildlife that call Alberta home, natural habitats could include backyards, parks, urban spaces, and other city or natural spaces.

This year's World Wildlife Day theme is *Exploring Digital Innovation in Wildlife Conservation*. "There are so many ways in which digital technology can help improve our understanding of wildlife behaviours", said Calgary Wildlife's Executive Director, Beki Hunt. "Wildlife enthusiasts can set up wildlife cameras in their yards to capture the wonderful urban wildlife we share our spaces with or take part in citizen science such as the annual Backyard Bird Count, which makes use of an app to distinguish and count all the different birds that pass through an area".

"Taking part in bird and bat window strike counts in dense urban settings is another way digital technology is helping wildlife, by utilizing an app to track the total number of window strikes globally, and of those, the survival rate," said Hunt.

Throughout the wildlife rehabilitation and release process, Calgary Wildlife incorporates digital technology, utilizing trail cameras to observe the flight and hunting capabilities of their birds of prey, along with monitoring their wild patients post-release.

Hunt remarked, "Our annual Eye for The Wild photography competition aims to celebrate the diverse array of wildlife that Albertans are fortunate to coexist with, in and around their communities."

All proceeds raised from the contest go to treating injured and orphaned wildlife. Eye for the Wild winners are chosen by a panel of judges passionate about both photography and wildlife. Winners will be featured in Calgary Wildlife's 2025 print calendar as well as online, and will be awarded prizes by Eye for the Wild contest sponsors: The Wild Bird Store, Vistek, Donna Mac and My Fave Straps.

The Eye for The Wild contest runs from March 3rd until April 15th.
For full contest details visit: www.calgarywildlife.org/eye-for-the-wild

The Calgary Wildlife Rehabilitation Society (Calgary Wildlife) is a registered charitable organization that was established in 1993. Calgary Wildlife provides expert compassionate care to injured and orphaned wildlife in and around the City of Calgary and Southern Alberta. As an accredited veterinary hospital (ABVMA), Calgary Wildlife is open 365 days a year and is the only wildlife rehabilitation centre located within The City. Calgary Wildlife also provides valuable outreach and educational services to the community.
For more information, please visit www.calgarywildlife.org