



PRESS RELEASE

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Contact

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SFBBO Announces the 2014 Click Off Photo Contest

Milpitas, CA – DATE 8/15/14

The San Francisco's Bay Bird Observatory (SFBBO) announces the start of its 5th Annual California Fall Challenge Click Off photo contest. The contest will focus on birds living in or migrating through California and will run from **August 15th to October 5th, 2014**. Winners will be selected in the following categories: "Birds and Their Habitats," "Birds and Humans," "Bird Behavior," and "Bird Portraits." Participants will compete for the following awards and prizes:

Merit Awards - Judges will choose five photos in each category to win Merit Awards and these will be highlighted on SFBBO's Facebook page.

Category Winner - One Merit Award winner in each category will be chosen as a Category Winner. Category Winners will each win a \$100 gift certificate to Borrow Lenses and will be highlighted at our Annual Meeting on Saturday, October 18th.

People's Choice Award - Attendees at the October 18th Annual Membership Meeting will vote for a People's Choice Winner, who will win the grand prize, a private, 2-day Bird Blind Photography Workshop with Bruce Finocchio at Ramrod Ranch in Monterey County and a copy of Adobe Lightroom photo database software and accompanying instruction book (*\$645 value).

The Click Off is a part of SFBBO's California Fall Challenge, SFBBO's largest fundraising campaign. The money raised through the Click Off will support SFBBO's science and outreach programs. For more information, please visit www.sfbbo.org, contact clickoff@sfbbo.org, or call 408-946-6548.

The San Francisco Bay Bird Observatory is a nonprofit and membership organization with the mission to conserve birds and their habitats through science and outreach. Since 1981, SFBBO scientists have studied birds throughout the Bay Area, and recently launched a habitats program to study and restore bird habitat.

SFBBO's 30-plus years of continuous data are used by resource managers to make informed decisions about how to best protect birds and their habitats. It is also used by other scientist, universities, and the media. In addition, SFBBO provides outreach programs to educate individuals, corporate groups, and families about the status and importance of birds, and engage more than 100 citizen science volunteers each year, who learn avian science while helping conduct research. Please visit www.sfbbo.org.

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