

A 'perfect ending' for the Toronto Blue Jays but too often a tragic ending for team's namesake

Toronto – The Toronto Blue Jays had the perfect ending at home yesterday before heading to the playoffs. But for the team's namesake – the migratory blue jay (*Cyanocitta cristata*) – navigating through Toronto during migration all too often ends in tragedy.



Migratory bird species found dead after colliding with a window in Toronto.

Photo: FLAP Canada

A FLAP Canada Board member remembers coming to work one day to find a small flock of blue jays dead after striking the building's mirrored windows at the intersection of College and University.

Leading experts estimate over 1 million migratory birds die in collisions with windows in Toronto annually. There are simple, effective solutions that you can take to prevent these deaths such as retrofitting windows with visual markers.

"Whereas a strike and a hit can be great for our team, they are deadly for birds striking windows," said Michael Mesure, FLAP Executive Director. "Birds like the blue jay need building owners and managers to step up to the plate and help prevent these needless tragedies."

Visit www.flap.org to learn how you can help.

About FLAP (www.flap.org): FLAP Canada is working to safeguard migratory birds in the urban environment through education, policy development, research, rescue, and rehabilitation.