

Media Alert: March 8, 2014

**1,700 Dead Migratory Birds to Go on Display at the ROM on March 10  
to Raise Awareness About Bird/Building Collisions**

Display includes over 90 bird species and is open between noon to 1 pm

[FLAP Canada will also unveil two new Web apps that monitor and mitigate bird and building collisions](#)

Toronto – The bodies of over 1,700 migratory birds which died in collisions with buildings while trying to navigate through Toronto last year will be displayed in the Rotunda at the Royal Ontario Museum (ROM) on Monday, March 10, 2014. The display includes over 90 bird species, including Species at Risk that are protected under federal legislation. This represents only a small sample of the estimated 1,000,000 birds that die annually in collisions with Toronto buildings throughout the spring and fall migration seasons. Spring bird migration begins as early as mid-March in Toronto.

The exhibit is part of an annual public awareness campaign organized by the Fatal Light Awareness Program (FLAP) Canada, a non-profit organization concerned with the safe passage of migratory birds through urban areas. During each migration season, FLAP Canada volunteers patrol the Greater Toronto Area in search of birds that have collided with buildings. Many of the birds to be displayed are neotropical migrants that FLAP Canada will donate to the ROM for research and educational purposes.

At night, migrating birds are drawn to the lit areas and they can become trapped in the maze of buildings that obstruct their instinctive migration route. During the day, migrating birds do not see glass. The reflectivity or transparency of glass creates an illusion and birds often crash into the buildings with fatal results.

“These deaths are easily preventable,” said Michael Measure, Executive Director of FLAP Canada. “There are cost-effective, commercially available aesthetic solutions that help alert birds to the presence of windows.”

At 12:30 pm in the Schad Gallery of Biodiversity, Mr. Measure will unveil two new apps on FLAP Canada’s Web site: the **FLAP Mapper** and the **Bird Migration Tracker**.

The *FLAP Mapper* was developed by Esri Canada, a geographic information system (GIS) solutions provider. It is a Web-based app that enables anyone to report on a live Web map the location of a bird collision with a building. Cameron Plouffe, higher education analyst, will be on hand to demonstrate its features and show how this pioneering app will help build a global bird and building collision database.

The *Bird Migration Tracker*, developed by FLAP Canada, is a live-streaming Web page that displays current weather conditions, weather radar and wind direction. This will help monitor the concentration of birds as they migrate through the Great Lakes region. It will serve as an awareness tool especially during peak migration periods to remind us to turn off lights at night and treat windows during the day.

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For more information:

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