

Executive Biography



Michael Measure
Executive Director

Fatal Light Awareness Program Canada

Michael Measure is the Executive Director of Fatal Light Awareness Program (FLAP) Canada, a registered Canadian charity. A founding member of FLAP Canada, he has been with the organization since it began operations in 1993.

An author and speaker, Michael regularly delivers presentations on the topic of bird-building collisions, bringing attention to the reflective light issue that impacts over 30 million birds in Canada every year. His work increasingly focuses on solutions to help mitigate and remediate the challenges of bird migration in built environments, having led the three-year development and then launch of *BirdSafe® Building Standards* and risk assessments in 2015. Michael tirelessly advocates for bird protections at various levels of government, as well as consults with city planners across North America on developing bird-friendly guidelines.

In addition to proactively supervising field volunteer rescue and recovery patrols, Michael's time is spent partnership-building and enabling collaboration to promote bird conservation programs and other renowned initiatives—including *Lights Out* and *catsandbirds.ca*—and contributing content to ornithological-focused papers such as *Collision Course: The Hazards of Lighted Structures & Windows to Migratory Birds* and the *12-Step Bird-Friendly Building Program*.

With specialties in fine arts and graphic design, Michael complements his life's work supporting the birds that inspire him with professional development in bird biology from The Cornell Lab of Ornithology, and continuous learning. He resides with his family in Uxbridge, Ontario.

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