



Media Advisory

What: World Migratory Bird Day (www.worldmigratorybirdday.org)

When: 10 October 2020

Where: World Migratory Bird Day is a global campaign celebrated around the world on two peak days each year (the second Saturday in May and October)

Who: The campaign is being organized by the Convention on Migratory Species ([CMS](#)), and the African-Eurasian Waterbird Agreement ([AEWA](#)) - the two UN entities that work on the conservation of migratory birds, and Environment for the Americas ([EFTA](#)) a bird conservation group based in the USA, working together to highlight the importance of migratory birds.

On Saturday, 10 October 2020, people around the world will celebrate World Migratory Bird Day – a global campaign dedicated to raising awareness of migratory birds and the need for international cooperation to conserve them.

This year's theme "**Birds Connect Our World**" highlights the importance of conserving and restoring the ecological connectivity and integrity of ecosystems that support the natural cycles that are essential for the survival and well-being of migratory birds. The theme also underlines the fact that migratory birds are part of our shared natural heritage and depend on a network of sites along their migration routes for breeding, feeding, resting and overwintering.

As a result of COVID 19, events marking World Migratory Bird Day 2020 are predominantly migrating indoors and online. Virtual talks and a wave of social interactions dedicated to migratory birds are expected to take place in many countries on the day: www.worldmigratorybirdday.org/octoberevents

Website: www.worldmigratorybirdday.org

Social Media: <https://bit.ly/WMBD2020>

@WMBD

#WorldMigratoryBirdDay

#WMBD2020

#BirdsConnectOurWorld

For more information please contact:

Florian Keil, Information Officer, UNEP/CMS and UNEP/AEWA Secretariats in Bonn, Germany. Email: contact@worldmigratorybirdday.org | Tel: +49 228 8152451