FOR IMMEDIATE RELEASE - Logo, pictures and videos available

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Celebrate National Wildlife Rehabilitators Appreciation Day on March 10!

Boulder County, CO (March 4, 2017) – Greenwood Wildlife Rehabilitation Center is pleased to announce the establishment of March 10 as National Wildlife Rehabilitators Appreciation Day[™] (NWRAD) – a day to recognize and raise awareness about those who care for orphaned and injured wildlife so that they can be released back into their natural habitats. Many people aren't aware of the wildlife rehabilitation profession; these licensed professionals wake up every 2-3 hours throughout the night to feed an orphaned squirrel. They spend the day caring for a hungry baby bird every 30 minutes. They administer medicines, tend to wounds and fix broken bones. They sometimes go without meals and without sleep. They give our wild neighbors a second chance, often at their own expense, when humans have interfered.

"Wildlife rehabilitators across the U.S. are working selflessly to help orphaned and injured wild animals get back to where they belong," said Anne P. Mitchell, an attorney on the Board of Directors at Greenwood who led the charge to create NWRAD. "Sometimes the only thanks that they receive is a quick backward glance from the animal as it is released back into the wild. When I joined the board at Greenwood, and became aware of just how unsung these heroes and heroines are, I thought 'There ought to be a National Wildlife Rehabilitators Appreciation Day!' I'm thrilled to help bring public attention to what these dedicated people do!"

There are thousands of licensed wildlife rehabilitators across the United States, professionals who selflessly and tirelessly care for thousands of orphaned and injured wild animals every year. The goal of rehabilitation is to release these animals back into the wild.

Here's how you can show thanks and appreciation to your local wildlife rehabilitator:

- 1. Send your local wildlife rehabilitator a simple "Thank you!" card.
- 2. Bring lunch or snacks; rehabilitators often don't have the time to stop and make meals!
- 3. Volunteer! Ask what you can do to help for the day, or if there's anything on their wish list that you can donate.
- 4. Donate money! Many licensed wildlife rehabilitators fund their operations out of their own pockets. Every dollar counts!

Visit <u>http://wildliferehabbers.org</u> share your story, and post pictures and videos about how a wildlife rehabilitator made a difference for you and your local wildlife.

National Wildlife Rehabilitators Appreciation Day is an effort led by Greenwood Wildlife Rehabilitation Center to recognize and raise awareness about the contributions and public services that licensed wildlife rehabilitators provide to natural conservation and local communities across the nation. Based near Lyons, CO, Greenwood's mission is to rehabilitate orphaned, sick and injured wildlife for release into appropriate habitats. Greenwood also strives to educate the public, emphasizing humane solutions to human/wildlife interactions.

Greenwood cared for more than 3,400 small mammals, birds and waterfowl/shorebirds last year, 75% of which were orphaned. The average cost to rehabilitate an animal is \$330 per patient. Since 1982, Greenwood has successfully released tens of thousands of animals, from hummingbird to coyote size, back to where they belong – in the wild and living free.