

SMASH THE CRASH

WHO ARE WE

We are volunteer researchers working with *Smash the Crash*, a local initiative to study and prevent bird-window collisions around Rochester, New York. We are part of a partnership between individuals at RIT, the University of Rochester, and the Rochester Birding Association.

WHAT ARE WE DOING

We are looking around buildings downtown for evidence of fatal bird-window collisions. Nationally, around two BILLION birds die from window collisions every year. While we suspect upwards of ten thousand happen in Rochester every year, we do not yet have a reliable count. The work we are doing will help make the city a safer environment for birds.

HOW CAN I HELP

There five things you can do to help:

- 1) Report collisions you find on our website
- 2) Volunteer with us
- 3) Install collision deterrents at your home
- 4) Educate yourself
- 5) Educate others

WHERE CAN I LEARN MORE

Go to www.SmashtheCrashROC.com for more information about how to help end bird-window collisions.

WHO CAN I CONTACT

To get in touch with the study coordinator, Dr. Richard Fadok, please email him at:

SmashTheCrashROC@gmail.com