

MEDIA RELEASE



Parrots.org website launches as EU wild bird trade ban becomes permanent

Cornwall UK, July 10, 2007

On the eve of the passing of the permanent European Union (EU) trade ban on wild-caught birds, the World Parrot Trust (WPT) has launched its new website to help parrot enthusiasts to learn about parrots in the wild and in captivity. Widely recognized for its conservation work with parrots, the WPT has now expanded its role online by deepening its presence on the Internet.

Located at www.parrots.org, the new website provides a thoroughly researched online encyclopedia of parrots and reference library. An extensive gallery of parrot photos, along with related video clips and web links, accompanies individual species profiles. Related topics such as parrot care and behaviour are included and have benefited from the participation of leading parrot specialists who have contributed to the site.

"Developed by dozens of volunteers over an 18-month period, this new website now provides one of the most extensive online resources for anyone who is interested in learning more about parrots," said Steve Milpacher, coordinator for the project. "We are grateful for the support we have received from the many volunteers and members who made this effort a reality. We are particularly excited about the addition of a parrot 'blogger' area where visitors can read the accounts of field researchers actively working to save parrots".

Amongst the main motivations for this large project was for the Trust to fulfill their education and welfare mandate, and to provide a unique collection of resources for the thousands of WPT members in over 50 countries.

With the new website, WPT supporters now enjoy access to member-only discussion forums, downloadable files and photos, and the ability to interact with leading parrot specialists through the 'Ask an Expert' feature.

"For almost 20 years our members have supported World Parrot Trust projects," said Alison Hales, WPT Chairman. "And we are already getting great feedback from them on the new possibilities this website brings. It is a great way to get across how special parrots are, the threats to rare species in the wild and how much care pet birds need. We are particularly excited about the prospects of extending information about our work to non-members through an upcoming eNewsletter which includes a no charge trial membership, and the addition of foreign-language content.

Our aim is to aid pet parrot owners around the world to give their feathered friends the highest standards of care by providing them with this comprehensive source of information".

Initial response to the website has been strong and the Trust is looking forward to expanding its online efforts over time.

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About the World Parrot Trust:

The World Parrot Trust works for the conservation and welfare of parrots, worldwide. Founded in 1989, the Trust has regional branches in North America, Asia, Australia and Europe; together they have aided the conservation of 37 parrot species in 22 countries.

Notes:

1. The parrots.org Press Kit area offers additional information on the Trust, and copyright-cleared parrot images from the parrots.org collection of desktop wallpaper.
2. Parrots.org has currently profiled 370 parrot species in the online encyclopedia. This encyclopedia includes 2000+ still images, several thousand related weblinks, and hundreds of video clips.
3. Hundreds of pages of research from 18+ years of PsittaScene (the WPT quarterly publication) and the IUCN/WPT Parrot Action Plan have been added to the online encyclopedia; and are accessible via individual species profiles.
4. 62 volunteers donated over one thousand hours to complete this project.
5. Parrot-keeping experts within the website's 'Ask an Expert' area include such notable contributors as EB Cravens, Susan Friedman, PhD, Phoebe Green Linden, Dr. Jamie Gilardi, Steve Martin and Jim McKendry.
6. Bloggers at parrots.org include professional biologists such as Toa Kyle (Blue-throated Macaws and Golden Conures) and Sam Williams (Yellow-shouldered Amazon Parrots) along with other naturalists, conservationists and zoologists.

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