



**Neville
Public
Museum**

Of Brown County

*An educational and cultural
resource of Brown County*

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Becky McKee, President

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FOR IMMEDIATE RELEASE

Date: February 1, 2008

Contact: For additional details or general Museum information (hours, admission fees, location, etc.), visit www.nevillepublicmuseum.org or call 920-448-4460.

Re: **The Neville Public Museum presents *Natural History Lecture Series: The Economics of Birdwatching***

Green Bay, WI— The Neville Public Museum presents *Natural History Lecture Series: The Economics of Birdwatching* on Wednesday, February 13, 2008. The presentation will begin at 7 pm at the Neville Public Museum and is free.

This *Natural History Lecture Series* will feature John P. Motquin, Senior Planner of the Brown County Planning Commission. Throughout Wisconsin, over \$3.4 billion is spent on birdwatching annually and it is the fastest growing non-consumptive wildlife viewing activity in the United States. In 2001, over 66.1 million Americans participated in wildlife viewing and of these individuals, 96 percent viewed birds. Preliminary data from a 2006 survey indicated that these numbers are increasing. Although the local economy is positively impacted, the connection is not made on how bird watchers and wildlife viewers can invoke habitat conservation for birds and other wildlife. A 2004 study indicated that Horicon Marsh visitors would be collectively willing to pay an additional \$42.7 million for avian habitat conservation in the Horicon area. Also, almost two-thirds (65%) of viewers strongly supported the creation of a bird watching stamp which would benefit bird habitat conservation. Results were independent of stabilizing bird populations.

For more information, contact Matt Welter, Curator of Education at 920-448-7851 or visit www.nevillepublicmuseum.org.

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