

# A Bird's Eye View of the Holy Land



Newsletter From Israel | No. 11 | February 2012



A Black-Shouldered Kite bringing a rodent to one of its chicks that has just fledged from the nest. This is the first time ever that a pair of Black-Shouldered Kites has nested in Israel and raised 4 chicks at the Agamon HaHula. (photo: Yossi Eshbol)

## Dear Friends,

We are happy to send you our newsletter of winter 2012 summarizing our activities during 2011, an especially successful year. The "Hoopoe Foundation" that was established a year ago grew rapidly during its first year supporting 14 projects and is gathering momentum, mainly as a result of the support of Moshe and Racheli Yannai, an anonymous donor and Mark Gelfand. You will read more about this in the newsletter. Our educational activities were expanded extensively to schools in the "Yes to the Bird" project under the subject of birding and bio-diversity that took place with 50 Jewish schools and 50 Arab schools in Northern Israel ("Yes to the Bird"). The Bird Festivals, in Eilat (in spring) and especially in the Hula Valley (in autumn) were immensely successful, and this year, for the first time, we even held the "Crane Run" (10 kms), the "Hoopoe Run" (5 kms) and the "Graceful Prinia Run" (1 km) with thousands of runners, among them 500 soldiers and 500 children. The race took place with our cooperation with the Ernst & Young Company and will become an annual tradition. The 32<sup>nd</sup> annual Birding Study Day held at Tel Aviv University was attended by 1200 bird lovers and has become a unique tradition over the many years. The research on the population of the Long-legged Buzzard that was undertaken by Guilad Friedman for his doctorate is a wonderful story proving that Israel is a country full of surprises year after year.

The book of paintings, "Drawing Inspiration from the Hula Valley" that was printed as an album, was launched at the Bird Festival and can now be purchased by mail, as well as the original paintings, posters and 12 postcards.

Regional cooperation with the Jordanians and the Palestinians on Barn Owls and Kestrels as biological pest control agents has also been a ground-breaking project.

Our greatest achievement for birding in Israel will be this year when the government of Israel will announce the establishment of a network of 15 national birding centers, beginning initially with 5 centers with an investment of \$11 million for the next five years. Eight government ministries are involved in this investment and we are certain that, during the next decade, birding, with its diverse aspects, will attract the Israeli public as well as visitors from all over the world.

*Enjoy reading the newsletter!*

**Dan Alon**

Director, Israel Ornithological Center

**Dr. Yossi Leshem**

Director, The International Study Center for the Study of Bird Migration at Latrun

Society for the  
Protection of Nature in Israel  
מגן הטבע בישראל  
Israel Ornithological Center



The International Center for the  
Study of Bird Migration, Latrun



TEL AVIV UNIVERSITY  
DEPARTMENT OF ZOOLOGY



BirdLife  
INTERNATIONAL



A pair of  
Hoopoes,  
Israel's national  
bird. A drawing  
from the 19<sup>th</sup>  
Century  
(Anonymous)

Visit our website: [www.birds.org.il](http://www.birds.org.il)

## Summary of the activities of the “Hoopoe Foundation” for 2011 for research, education and the protection of birds

The “Hoopoe Foundation” was established in December 2010. The aim of the “Hoopoe Foundation” is to promote the inter-disciplinary activities of birding in Israel. Birding is the unique natural phenomenon of Israel as it lies at the junction of three continents. About 500 million birds migrate over Israel twice a year. The number of species that can be seen in Israel (540) is extraordinary taking into account the small size of the country. The subject is gathering momentum and the aim of the foundation is to develop the subject of birding, not only to protect the birds and their habitats, but to use the subject of birding as a unique means to educate pupils, the officers and soldiers of the IDF and the general public to love their country; to promote research and technology as well as developing professional birding tourism from all over the world; to find solutions to the conflict between the birds and humans, (for example, with civil and military aviation, agriculture and high voltage power lines); to promote regional and international cooperation between Arabs and Jews, between Jewish communities abroad and Israeli pupils and with the scientific community all over the world.

The aims of the “Hoopoe Foundation” were set out by a committee of seven people: two businessmen, two scientists, two conservationists and the Executive Director of the Society for the Protection of Nature in Israel. The first chairman of the committee is the businessman, **Moshe**

**Yanai**. Also serving on the committee is another businessman, who wishes to remain anonymous; **Prof. Yoram Yom Tov**, a scientist and bird researcher at Tel Aviv University; Prof. Ido Yitzhaki, a scientist and bird researcher at Haifa University; **Dan Alon**, Director of the Israel Ornithological Center, Society for the Protection of Nature in Israel; Kosha Pakman, Executive Director of the Society for the Protection of Nature; **Dr. Yossi Leshem**, Director of the International Center for the Study of Bird Migration at Latrun, Tel Aviv University and the Society for the Protection of Nature in Israel. Yossi Leshem initiated the establishment of the “Hoopoe Foundation” and will serve as secretary of the foundation. It was decided that all donations will be deposited in the account of the Society for the Protection of Nature, under a separate budget section.

Specified donations to the foundation from abroad will be transferred by the ASPNI, and will be tax exempt.

The “Hoopoe Foundation” became active from 1 January, 2011 and was based on a generous donation of one million shekels by Moshe Yanai who will continue to support the foundation for the next ten

years with a similar sum. This is the biggest donation ever made by one person to birding in Israel.

Moshe supported the educational and inter-disciplinary activities of the International Center for the Study of Bird Migration and recruited additional partners to the foundation. When the foundation was established a tour group called “The Friends of Moshe & Rachel Yanai” was also formed consisting of top businessmen, decision-makers and senior military officers. The group tours Israel several times a year with the object of promoting the activities of the foundation to potential donors and to involve people in key positions in the country in the protection of the heritage of Israel and the aspects of the biological diversity of birding, in education and peace-making by birding activities between Arabs and Jews. During the first year additional anonymous donors joined the

foundation and at the end of 2011 Mark Gelfand made a donation to promote the environmental activities of senior officers and soldiers. The donations to the foundation are tax exempt.

We are proud to summarize the 14 initial projects supported by the foundation in conjunction with government, academic and public bodies, as well as other foundations. The projects dealt with the educational aspects of the “Yes to the Bird” initiative – about 4,000 4<sup>th</sup> grade pupils (half from the Arab sector), from 98 schools



The “Hoopoe Foundation” financed the urgent project to save the Collared Pratincoles in the Hula Valley. Sculptures of Collared Pratincoles were placed in ploughed fields in the Hula Nature Reserve, accompanied by recorded Pratincoles calls in order to attract the birds to nest in the protected area, so that their nests would not be destroyed in the agricultural areas. Photo Nadav Israeli. Design & painting of sculptures: Zev Labinger

in the northern region of the Ministry of Education, participated. Our internet site [www.birds.org.il](http://www.birds.org.il) was improved and there were activities with pupils and farmers to promote environmentally friendly agriculture. The foundation helped to fund the 32<sup>nd</sup> annual Birding Study Day held at Tel Aviv University. The foundation helped to promote birding tourism by supporting the establishment of a national network of birding centers and also by significantly supporting the Hula Bird Festival and the accompanying events. The foundation financed an urgent project to save the Collared Pratincoles in the Hula Valley and also the protection of the Common Terns and the Little Terns at Atlit and along the Carmel Coast. It financed the satellite monitoring of the Sandgrouse in the Western Negev and helped to reduce the conflict between Pelicans and farmers at the fishponds as well as helping the Sheizaf Nature Reserve in the Arava Valley and four different research projects that are contributing to the protection of nature and birds.

In October the beautiful album of paintings, “Drawing Inspiration from the Hula Valley” came out of print. Its production was financed →

by Moshe Yanai, and all the proceeds from the sale of the album and some of the proceeds from the sale of the original paintings will be donated to the “Hoopoe Foundation”. A summary detailing the amount of money contributed by the foundation is presented.

Dozens of articles describing the activities of the foundation have appeared in the electronic and printed media and we hope that, in 2012, we will expand the activities of the foundation significantly to increase the protection of the birds and their habitats. The aim is to reach the sum of \$1 million in donations during 2012. You could help us reach that goal!

**This is a good opportunity to thank Moshe & Racheli Yanai and Mark Gelfand and the other donors for their faith and for the generous donations and constant involvement in the aims of the foundations. Thanks also to the management of the foundation that worked hard to construct a work plan so that the foundation will function efficiently and professionally, and also to the Society for the Protection of Nature and Tel Aviv University that provide a “warm home” for all the successful activities of the “Hoopoe Foundation”.**



During the main event of “Yes to the Bird”, the photo exhibition “The Hula Valley – Paradise Lost” was opened, showing 30 enlargements 70 X 100 cms of the photographs of the photographers Yossi Eshbol, Dror Galili and Thomas Krumenacker. In the photo boy is looking at Dror Galili’s photo showing a Greater-spotted Eagle attacking an Imperial Eagle at Agamon Hula. The “Hoopoe Foundation” played a central role in this activity. (Photo: Hagai Aharon)

## Summary of the expenses for the first year of the “Hoopoe Foundation”, 2011.



### A. Expenses (in US dollars)

1.	Yes to the Bird” – educational project on birds in N. Israel	26,300
2.	The use of Barn Owls & Kestrels as biological pest control agents in agriculture	26,300
3.	Urgent project to save Common Terns & Little Terns at Atlit & the Carmel Coast	5,300
4.	Urgent project to save the Collared Pratincoles in the Hula Valley	4,750
5.	Urgent project to research the Sandgrouse in the Western Negev	7,900
6.	Project to protect the Sheizaf sandy habitat near Hatzeva	13,200
7.	Project to resolve the conflict between farmers & Pelicans	23,700
8.	Project to promote birding tourism in the Hula Valley	26,300
9.	Development & upgrading of the internet site <a href="http://www.birds.org.il">www.birds.org.il</a>	26,300
10.	Promotion of establishment of national birding centers	26,300
11.	4 research projects contributing to the protection of birds	69,000
12.	Aid to the production of the 32nd Annual Birding Study Day 26.12.2011	7,900
<b>Total:</b>		<b>263,250</b>
13.	Production of the album of paintings “Drawing Inspiration from the Hula Valley” (separately & in addition)	55,250
14.	“Crane Run” (separately & in addition)	32,250
<b>Total:</b>		<b>350,750</b>

### B. Income (in US dollars)

1.	1. Moshe and Racheli Yanai	236,500
2.	Anonymous donor for 2011 (the donation is also for 2012 & 2013, an additional 2 years)	26,300
<b>Total</b>		<b>263,250</b>
3.	Finance for production of 2000 books “Drawing Inspiration from the Hula Valley” (Donation from Moshe & Racheli Yanai)	55,250
4.	“Crane Run” – Donations from industrial companies, initiative of <b>Ernst &amp; Young</b>	
	Cargo Amerford Ltd.	6,580
	Gazit Globe Ltd.	6,580
	Kasirer Foundation	6,580
	Shikun & Binui Ltd	2,630
	Champion Car	3,290
	Osem	6,590
<b>Total:</b>		<b>32,250</b>
5.	Donation from Mark Gelfand for the IDF for nature & the environment (for 2012)	100,000
6.	Income from the sale of the book “Drawing Inspiration from the Hula Valley”, the original paintings and posters (will be calculated and reported in 2012)	
<b>Total:</b>		<b>100,000</b>





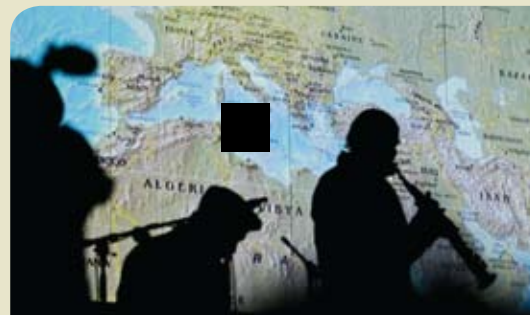
# The Paul Winter Concert - FLYWAYS



The "Efroni" children's choir conducted by Maya Shavit. In front, from left to right: Zohar Fresko, Andrew Cooke & Chris Berry.



The hall at Kfar Blum was completely full (640 people) during the Paul Winter concert



The shadow of Paul Winter playing "Flyways"

Paul Winter, from Connecticut, U.S.A., one of the leading composers and musicians in the world, from Connecticut, U.S.A. was a guest at the Bird Festival in the Hula Valley. He often combines the sounds of animals in his compositions and during his career has also promoted the subject of environmental protection. He has won many prestigious awards for his unique compositions and his performances draw huge audiences all over the world. Paul Winter has composed over 50 pieces of music and has received seven Grammy Awards for his music. He has performed in Israel several times to audiences of tens of thousands, in the Eilat Mountains with the Dali Lahma, at Ein Avdat and Nizzana, as well as at the Ein Gev Festival and the Jazz Festival in Eilat. After Paul flew in a motorized glider he composed Flyways, dedicated to the birds migrating along the Great Rift Valley. The music combines the ethnic music of 16 countries with the sounds of birds and each country is represented by a different bird

sound. The concert took place in the Kfar Blum auditorium which seats 640 people. The hall was completely full and the concert was a great success. The musicians who played with Paul were: Kamil Sargawi (oud), Zohar Fresko (percussion), Andrew Cooke (African harp), Chris Berry (mbira), Khosam Abdel Jani (shepherd's flute), Ashraf Abu Leil (shepherd's flute). The "Efroni" children's choir conducted by Maya Shavit performed with them. In the background video films of birds in the Great Rift Valley, filmed by Eyal Bartuv, were shown



Paul Winter playing at Kfar Blum

# A new innovation – the Crane Run, the Hoopoe Run and the Graceful Prinia Run



The first “Crane Run” took place on Friday 16.12.11 in the Agmon Hula Valley. This was another unique activity that combined sport with the love of birds and nature. About 2500 runners participated: the general public; 550 pupils from schools in the northern region in the framework of “Yes to the Bird”; 600 soldiers and officers from the Northern Command, led by Gen. Golan Yair, the General in Command, and 60 pre-army cadets from Ma’agan Michael, 600 runners from the public and a delegation from Jordan of 18 pupils and professional runners. The race was the initiative of the Ernst & Young Company and the Society for the Protection of Nature, and was partially financed by the “Hoopoe Foundation”. The race was divided into 3 sections: the 10 kms “Crane Run”, the 5 kms “Hoopoe Run” and the 1 km “Graceful Prinia Run”.



600 soldiers & officers with 600 people of the general public starting the “Crane Run”. (Photo: Amir Ezer)



The Commanding General of the Northern Command, Maj. Gen. Yair Golan (in red) took third place of the officers. (Photo: Amir Ezer)



The day before General Noam Tibon (#297) was nominated a Maj. Gen. here he is already running forward, with Ronen Barel (#302), Chairman of Ernst & Young in Israel. (Photo: Motti Charter)



“Graceful Prinia Run” – 560 pupils from the “Yes to the Bird” project running 1 km. (Photo: Amir Ezer)



9 out of the 10 competitive runners who received cups were of Ethiopian origin! The winner receiving the cup from Dan Alon & Kobi Samrano. (Photo: Amir Ezer)



## Creating a Park in the Heart of Tel Aviv | Noam Weiss – Director of Rosh Zipor

**Rosh Zipor – the Tel Aviv Bird Observatory** is the next big thing in the national chain of the Society for the Protection of Nature in Israel's bird observatories, and the city's first urban wildlife reserve. With one of the world's fastest growth rates, Israel is quickly depleting its natural open spaces and replacing them with high-density urban development. SPNI and the KKL-JNF is working hand-in-hand with both local and national urban planners to safeguard the few remaining open spaces in and around major cities and dedicating these areas as urban wildlife reserves. Taking advantage of their close proximity to major populations, the park, such as Rosh Zipor, will be ideally positioned to draw people back to nature. At Rosh Zipor the focus will be building understanding and appreciation of birding, protecting wild habitats and biodiversity. The observatory will initiate a vast array of educational activities, field research, and conservation projects in the Tel Aviv region. At Rosh Zipor, we have embraced the concept that education is the fastest agent to nature conservation and developed programming that will serve people of diverse ages, socioeconomic backgrounds, and cultures – but first and foremost we will start with children and their families. We host school field trips, offer Birder-guided walks and participatory bird ringing activities and lectures. After all our experience in the field

we know one thing: once a child has held a little bird in its hand, helped to ring it, and set it free, that child will never forget the experience and will have a much greater appreciation for birds and for the environment. This unique nature park rests on land originally donated to the KKL Jewish National Fund by "The Unknown Philanthropist," Yitzhak Leib Goldberg. Goldberg had put one condition on his donation: that the place will always remain green and serve as a center for educational activity for the benefit of the city's inhabitants. Due to Goldberg's generosity and foresight, a number of important environmental institutions were created. Major Gen. Dan Tolkovsky, a retired commander of the Israeli Air

Force and Yitzhak's grandson, is an active and enthusiastic supporter of the Rosh Zipor – Tel Aviv Bird Observatory. On the 7th candle of Hanukah, we hosted a visit from the Tel Aviv Mayor, Mr. Ron Huldai and his crew. The Mayor, accompanied by Dan Tolkovsky, enjoyed holding a Robin, released it and expressed his support for the project and its location. Mr. Huldai wished us luck with finding funds for the maintenance of the site. The Australians are already in. JNF Australia is leading the innovation raised 2 million shekels for the site construction. Site planning and birding and educational activities are progressing well. (Written by: Noam Weiss)



Mayor of Tel Aviv, Mr. Ron Huldai enjoying Rosh Zipor site with Major Gen. (Ret) Dan Tolkovsky, getting from Dan a personal present- the new art book of the Hula Valley (photo: Yossi Leshem).

## Barn Owls and Kestrels as Peacemakers in the Middle East



A Jordanian farmer holds a Barn Owl in Kibbutz Sde Eliyaho, Israel, in a joint seminar with Palestinians, Jordanians and Israelis (photo: Hagai Aharon).



Barn Owl nesting in an ammunition box converted to a nesting box. A modern version of prophet Jesiah: "...and they shall beat their swords into plowshares, and their spears into pruning hooks." (Jesiah 2:4) (photo: Amir Ezer).

In our troubled middle east, where hatred and suspiciousness are still the rule, where many peace makers had failed, the Barn Owl did the job. Once again it was proved that nature conservation and cooperation between farmers and environmentalist can become a solid bridge for peace and coexistence. In the last 3 years, two parallel projects that were funded by the European Commission, and managed by the Hanns Seidel Foundation from Germany and the Israeli Peres institute for peace, gathered 3 partners from Israel Palestine and Jordan and create a network of farmers and environmentalists that do Biological pest control through Barn Owls and Kestrels. The Society for the Protection of Nature in Israel, Tel Aviv University, The Wildlife society of Palestine and Amman Center for Peace and Development conducted national level projects to endow the practice of nest boxes for Barn Owls and Kestrels that replaced the usage of hazardous poisons for rodents. In addition to that a row of cross border activities and exchange visits took place and created

beside great friendships and partnerships, a network of farmers, officials and decision makers that work together, coordinate and cooperate on a daily base, something unheard before in the belligerent atmosphere of our area. Every month or two we met, discussed, shared opinions and experiences, ate, laughed and danced. The main beneficial were farmers, rural populations that were exposed to pesticides, the soil and ground water and some happy Barn Owls. Only the mice and rats were on the run as walking around the fields became a real risk, where Owls and Kestrels were watching every move, night and day. Now, after 3 great years of hard and satisfactory work, we move on to widen the cooperation spirit to other areas. In the next 2 months we will conduct regional workshops that will focus for the first time on Raptors conservation management, Municipal work and an applied ornithology and bird ringing course for our fellow Jordanians and Palestinians. (Written by Noam Weiss)



Prof. Alexander Roulin (right) from Lausanne University, Switzerland, is joining forces with Dr. Motti Charter (left) in scientific work with the Barn Owls population in Israel.



The Seminar in the Dead Sea Jordan with 70 farmers, decision makers and conservators was ended with joint dances of Palestinians, Jordanians and Israelis (Photo: Yossi Leshem).

## The President of Israel, Mr. Shimon Peres, enjoying the bird migration in the Negev

The President of Israel, Mr. Shimon Peres, is especially fond of the Negev, since the days when he worked with David Ben Gurion. He visits the Negev almost every Passover, touring and learning about the developments in that part of the country that he loves. During Passover 2011 the President was the guest of the Mayor of the Negev Heights Municipality, Mr. Shmulik Riffman. On 23/4/2011 the President spent the night at Kibbutz Mashabei Sade, in the Western Negev. Early the next morning Amir Balaban, Manager of the Jerusalem Bird Observatory, Meidad Goren, Manager of the Negev Birding Center and his bird ringing helper – Darren Burns, Dr. Yossi Leshem and the Mayor, Shmulik Riffman, arrived at the kibbutz at first light. They erected mist nets in the gardens near the President's room. At 07:45 when the President left his room, he could see about thirty migrating and local birds that had been caught in the nets. The President learned about the migration over the Negev and the uniqueness of Israel. He saw the birds at close hand and watched the morning bird ringing for about an hour and a half. He then joined the kibbutz children in the bird card game that we have produced. (As seen on the back of the newsletter)



The President watching the bird ringing at Kibbutz Mashabei Sade, holding a male Syrian Woodpecker. Yossi Leshem on right. (Photo: Amir Balaban)

## A new immigrant from Russia to Israel – the Long-legged Buzzard

Raptor populations are threatened by many changes in their environments, including habitat destruction, food availability, direct and secondary poisoning, electrocutions, nest robbing and human interference in their breeding season. Therefore, a unique raptor research has started in 2011 by a PhD student, Guilad Friedemann. This research is being conducted at the department of Zoology in Tel-Aviv University, and its academic supervisors are Dr. Yossi Leshem and Prof. Ido Izhaki from Haifa University. In addition, all Israeli nature organizations have understood its importance and decided to actively participate in the research. Therefore, this unique research is being funded by the KKL-JNF as a key funder, including the Smolar-Vinnikov Foundation and the NPA, SPNI and Kfar-Etzion field school as well.



A male Long legged buzzard, Bar-Kochva (1673) which was tagged in 2011



Reverse migration course of a female long legged buzzard Bat-Sheva (1672) from Israel to Russia. Bat-Sheva started to migrate north on 21.6.11 and came back to Israel on 29.11.11: All the birds are named after biblical named of King David wives' as he was active in this area.

Our research deals with the establishment of a new inter-specific competition between two raptor species in the Judean Foothills, caused by man-made land cover changes. These changes have not only influenced an entire long-legged buzzards' (*Buteo rufinus*) population, that abandoned their historical habitat in the Judean Mountains, but have also directly influenced a local short-toed eagles' (*Circus gallicus*) population as well, due to a transfer of a new and competitive species (*buzzard*) to its traditional nesting area. Thus, this research has important scientific and ecological implications. It will assist to preserve raptors species and open habitats as well.

Our two primary goals are to better understand the factors that are required for the preservations of these two species and to establish a wildlife management policy for these studied species based on our findings.



These long legged buzzards which have entered to the traditional nesting domain of the Short -toed Eagles (below) are very aggressive to their new neighbors. Thus, aerial combats between these two species is common phenomena. (Photo: Guilad Fridman)

During 2011, we have found **31** buzzards' and **61** eagles' active nests in the Judean Foothills, and have visited all of them. This impressive breeding density is probably the highest in the whole world.

Our "state of the art" is using advanced **special GPS transmitters** which are being attached to adult buzzards and eagles, in order to analyze, map and compare their home range. These advanced GPS tags (E-obs GmbH) are the "newest fad" in the field of the global zoological/ecological research which follows animal movements. By using this mapping, GIS and mathematical formulas, we are able to determine if their home ranges are congruent or that a habitat separation exists among these two species. Furthermore, we can translate these mapping results into mathematical formulas which measure the competition intensity among these two species. Recently, in 2011, we have succeeded to tag 4 buzzards and 3 eagles with these unique GPS transmitters. Each tagged raptor was named after a biblical hero that lived in the Judean Foothills. Thus, males were named after King David and Bar-Kochva and females were named after David's wives. This is the first year of our research and it can already be seen that these tags' data output are truly remarkable and include two main discoveries:

1. **Reverse migration** – we have found that the Judean Long-legged Buzzard population indeed is a migratory population, as opposed to common literature which indicates that these buzzards are resident in their territories. Furthermore, we have found that their unusual migration pattern is totally different from other birds and raptors: After the breeding season ends these buzzards head north rather than south, unlike other migratory avian, hence, this pattern is called reverse migration. Three tagged female buzzards that nested in Judea migrated to Russia, Turkey and Northern Syria. Meaning, these long legged buzzards breed in Judea between December and June and then migrate north to Russia and Turkey, and therefore they are absent from Israel for 5-6 months.

2. **Inter-specific and intra-specific home range separation** – we have found that a clear inter-specific and intra-specific separation actually exists between these tagged raptors, at their foraging sites and at their nesting territories as well. This separation is expressed by the home range characteristics, by its size and by specific geographical area as well. A special thank goes to the KKL –JNF for their important and leading contribution for buying transmitters.



# Angry Birds – protecting the birds and their habitats in Israel

The PMI Company and its Chairman, Boaz Dekel, initiated a new, unique project with the “Hoopoe Foundation” that is catching on quickly in Israel. In the past the PMI Company produced millions of albums and distributed them, free of charge, to children in Israel. The children bought cards on the various subjects, such as Israeli footballers and basketball



Children enthusiastically collecting the albums! Of Angry Birds adopting the “real birds”

players, stuck them in the albums and won attractive prizes. A year ago Yossi Leshem persuaded Boaz Dekel to produce a similar album on the subject of birding. In January 2012, 300,000 albums of Angry Birds were printed. In the middle of the album is a big poster, 70X100 cms, with the slogan: Angry Birds have been recruited to protect the birds and their habitats in Israel. 20 million cards of Angry Birds and 30 different bird species have been printed and can be stuck onto the colorful posters. In this way the children will learn about the birds of Israel. The cards are being sold at 3500 kiosks all over the country and 10 of the leading food companies in Israel are contributing to the campaign as well as the largest newspaper in Israel – Yediot Ahronot which is placing full-page advertisements in the newspapers. The children will be able to win prizes such as 10 trips to Kenya with their parents and one sibling and 1000 packs of bird playing cards, etc. Three years ago on the 60th anniversary of the establishment of the State of Israel we “drove the country crazy” with the elections for a

national bird, when 1.1 million pupils and adults voted, and we hope that we will now be able to excite hundreds of thousands of children to collect the bird cards. Many schools have already joined the project. This initiative is part of the promotion of the biological diversity and birds led the national heritage sites that Prime Minister Bibi Netanyahu is leading with the Government Secretary, Adv. Zvi Hauser and Head of the Government Project Mr. Reuven Pinsky, who are supporting the birding activities as significant values in education and heritage.



Adv. Zvi Hauser, the Government Secretary, (right), receiving the first album of the Angry Birds cards of Israeli birds from Boaz Dekel Chairman PMI. (Photo: Yossi Leshem)



Poster of the 30 different bird species in Israel - the centerfold of the booklet. Back photo Thomas Krumenacker