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MEDIA RELEASE

For Immediate Release

Birdwatching Backpacks Take Flight at the Library *FVRL Hopes Customers Will Flock to New Lending Collection*

[Abbotsford, BC] – Birdwatching is coming to Fraser Valley Regional Library (FVRL)! Fifty Birdwatching Backpacks will be available to library customers starting Monday, July 15, and will circulate between FVRL’s 25 library locations. FVRL cardholders will be able to sign out backpacks at no cost for a one-week loan period. For more details, or to place holds starting July 15, visit www.fvrl.ca/birdwatching.

Each Birdwatching Backpack will contain:

- A pair of Vortex Crossfire binoculars with soft case
- [*The National Geographic Pocket Guide to the Birds of North America*](#)
- [*British Columbia Birds: A Folding Pocket Guide to Familiar Species*](#)
- A laminated birdwatching guide with helpful tips and a backpack parts list

The new collection is the result of a partnership between the library and [Wild Birds Unlimited – Vancouver](#), with the support of the [City of Delta](#) and [Bird Studies Canada](#).

Birdwatching Backpacks are part of the [FVRL Playground](#) – a collection of non-traditional lending items and in-library experiences that support STEAM learning (science, technology, engineering, arts and math). Birdwatching Backpacks are a welcome addition to the Playground, as they promote a greater understanding of ecology, biodiversity and the environment. Also, they’re fun! Birdwatching (now often called “birding”) is one of the fastest growing pastimes in North America.

Heather Scoular, FVRL Director of Customer Experience, explains, “The Fraser Valley offers so many great opportunities for birdwatching, right here in our own backyard. Now everyone can try out this relaxing and educational activity without investing in expensive equipment or books. It’s free for anyone with a library card!”

Interested in learning more about birdwatching? Check out FVRL’s July 13 [Birdwatching Backpack Launch Party](#) at Ladner Pioneer Library (4683 51 Street, Delta). Explore the new collection, hear from local experts and enjoy family-friendly activities, including a special presentation by the [OWL Orphaned Wildlife Rehabilitation Society](#).

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Learn more about Birdwatching Backpacks at FVRL:

- Learn about Birdwatching Backpacks, the newest addition to the FVRL Playground: www.fvrl.ca/birdwatching.
- See a Birdwatching Backpack in action in the promotion video (shot on location at George C. Reifel Migratory Bird Sanctuary in Delta): <https://youtu.be/t4LQxM5XGp0>
- See attached artwork for The Playground/Birdwatching Backpacks at FVRL. Please give credit to Fraser Valley Regional Library.

About Fraser Valley Regional Library

Fraser Valley Regional Library is the largest public library system in British Columbia, with 25 community libraries serving almost 700,000 people in its service area. Established in 1930, it is funded with taxes raised in the communities it serves, plus a Government of BC operating grant. The governing board consists of elected officials representing 15 member municipalities and regional districts. With its mission of “opening minds, enabling dreams,” FVRL plays a prominent role in the communities throughout the Fraser Valley.

FVRL Member Libraries

Abbotsford Community

Boston Bar

Clearbrook

Hope

Maple Ridge

Muriel Arnason

Agassiz

Brookwood

Fort Langley

Ladner Pioneer

Mission

Murrayville

Aldergrove

Chilliwack

George Mackie

City of Langley

Mount Lehman

Pitt Meadows

Sardis

Walnut Grove

Yarrow

Tsawwassen

White Rock

Terry Fox

Yale

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