



New Britain Borough

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Dear New Britain Borough Business Owner:

As you may know, New Britain Borough has been designated as a Bird Town by the Pennsylvania Audubon Society. This identifies our municipality as one that's committed to actively encouraging the creation of healthy habitat for birds that reside in, and migrate through, our parks, schools, neighborhoods, and yards.

A primary goal of the Bird Town program is to encourage residents to take the "Healthy Yard Pledge" and to register their properties in PA Audubon's Bird Habitat Network. New Britain Borough was recently awarded for registering more properties in 2015 than any other Bird Town in the state!

Supporting the goals of the Bird Town program requires an on-going volunteer effort by borough residents with the support of borough officials and local businesses. We are kindly asking you today to join and support our efforts in one or both of the following ways:

1. **The Habitat Discount Program** encourages residents to patronize local businesses that support the Bird Town program. Borough residents who register their yards in the Bird Habitat network receive a Habitat Discount Card from PA Audubon. Your business can offer a discount (the amount is determined by you) to these residents. An application to participate in the discount program is enclosed.
2. **The Bird Town Business Support Network** is a straight, tax-deductible donation to PA Audubon to support the Bird Town program with three options available. The form describing these options and the rewards for making such a donation is also enclosed.

All businesses who participate in either of these programs will receive a storefront decal from PA Audubon that identifies you as one of our business supporters. We will also give you a public shout-out in the next issue of our borough newsletter.

Please contact the Borough office at nbboro@newbritainboro.com if you have any questions or if you would like to be contacted by someone from the Bird Town Committee. You can also go to <http://pa.audubon.org> to learn more about the Bird Town program. Thank you in advance for your support.

Sincerely,

The New Britain Borough Bird Town Committee