



FOR IMMEDIATE RELEASE

Middleton, WI – March 23, 2007 - Eagle Optics is proud to launch a campaign to help support one of the most successful conservation initiatives ever – the Migratory Bird Hunting and Conservation Stamp! Beginning today, proudly display your Migratory Bird Hunting and Conservation Stamp with a plastic protective stamp cover from Eagle Optics! The stamp cover can be attached to your binoculars, spotting scope, or even a jacket zipper or backpack. Let everyone know you're doing your part to support bird and habitat conservation!

The Migratory Bird Hunting and Conservation Stamp

The Migratory Bird Hunting and Conservation Stamp, commonly known as the "Duck Stamp," has been a crucial tool for wetland habitat conservation since the 1930s. Ninety-eight cents out of every dollar generated by stamp sales go to purchase or lease wetland & grassland habitat through our National Wildlife Refuge System. Since 1934, revenue from stamp sales has totaled over \$700 million and has secured almost 6 million acres of wetland & grassland habitat for numerous species of birds and wildlife.

The \$15-stamp, purchased annually, serves as a "pass" to all National Wildlife Refuges that charge for entry (There are 540+ units in this, the World's first NWR System, and many refuges are in need of expansion or improvements).

How to get your Stamp Cover?

Simply call 1-800-289-1132 or email information@eagleoptics.com and your protective cover will be on its way!

Be sure to do your part!

Support bird and habitat conservation through an annual purchase of the Migratory Bird Hunting and Conservation Stamp and pass the stamp-purchasing idea on to all of your wildlife-minded friends!

Stamps are available at:
Your Local Post Office
Most National Wildlife Refuges
www.duckstamp.com

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Contact Adam Vrotsos, Marketing/Advertising Manager, Eagle Optics at 800-289-1132 ext.334 or avrotsos@eagleoptics.com