



Saint Paul Bird Alliance

FOR IMMEDIATE RELEASE

Saint Paul Audubon Society Becomes Saint Paul Bird Alliance

Tuesday, October 15, 2024—The Saint Paul Audubon Society has changed its name to the Saint Paul Bird Alliance, highlighting the collaboration among diverse people, communities, and other organizations needed to protect birds and their habitats.

Birds are in trouble, and we need everyone to be part of our mission to engage a diverse community in enjoying, understanding, and protecting birds and the habitats all living beings need to thrive. Our new name represents the reality that we must create alliances among a broader coalition of people and organizations to achieve this mission.

The Board of Directors' decision to change the name comes in response to troublesome revelations about the organization's namesake, John James Audubon. These revelations prompted the board to explore how the Audubon name is perceived, considering the organization's work, mission, and community and how it impacts its ability to attract younger and diverse audiences in future years.

The focus was not to judge Audubon or cancel his art and contributions to ornithology but to understand how the Audubon name enabled or frustrated the organization's ability to fulfill its mission. Through membership surveys, one-on-one conversations, and discussions with partners, the board learned that many fellow bird conservationists, current members, and prospective bird lovers feel unwelcome and uncomfortable using the Audubon name.

We also see a declining awareness of the Audubon brand outside of individuals and groups not currently part of Audubon, and many of those who do recognize the Audubon name hold a negative association with what it is meant to represent. And we heard clearly that our name must reflect what our organization is about—birds.

The new name aligns with a growing number of chapters that have, or are in the process of, removing Audubon from their organization's name, including New York City, Georgia, Madison, Chicago, Seattle, Portland, Minneapolis, and many more. Many of these former Audubon chapters have adopted Bird Alliance as part of their new name.

Saint Paul Bird Alliance will continue to be affiliated with the National Audubon Society, which announced in March 2023 that it would retain the Audubon name but continue its relationship with chapters that decided to drop it.

We know that a name change alone will not bring the results we need to protect birds and their habitats, but continuing to align our name, words, and actions with our mission will help us be a small part in bringing about the changes needed to bend the curve in favor of birds.”

The Saint Paul Audubon Society, now the Saint Paul Bird Alliance, was founded in 1945 with 12 members as the St. Paul Bird Club. In 1948, it became affiliated with the National Audubon Society and changed its name to the Saint Paul Audubon Society. The organization focuses on many activities in the East Metro area but welcomes everyone to participate.

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