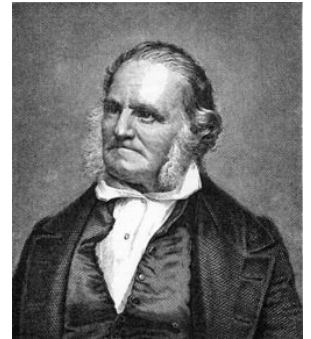


## The Origins of Audubon

John James Audubon was born on April 26, 1785, in Haiti (then called Saint Domingue). He grew to become a famous American ornithologist, naturalist, hunter, and painter. He painted, catalogued, and described the birds of North America in the early nineteenth century, and published *Birds of America*, a massive book containing 435 hand-colored plates of 1,065 individual birds.



Audubon became the chosen name and symbol for a movement that began in the late 1890s to stop the unrestricted slaughter of birds. Early Audubon Society members pledged to shun the fashion of the day of wearing hats and coats adorned with bird feathers and wings, and to hunt birds for consumption only, rather than sport or trade.

Early Audubon members studied birds, improved their habitats, and fought for bird protection. Their activism fledged a broader conservation movement and eventually led to passage of the Migratory Bird Treaty Act in 1918. The Act ended trade in migratory birds, and was among the first federal protections ever afforded to wildlife.

### **The Audubon Movement**

Today there are over 500 Audubon societies, and thousands of organizations, sanctuaries, centers, and businesses around the world using the Audubon name. Each of these groups is independent and separately incorporated, and each is free to establish its own programs. Audubon organizations vary greatly in their scope and missions: some remain small bird clubs or societies, while others focus on state, national, or international bird conservation and environmental issues. Through a diversity of approaches, Audubon organizations today carry on the conservation ethic that began at the turn of the 20th Century.

### **Audubon Lifestyles**

Audubon Lifestyles is an independent organization that offers professional and sustainably-based products and services. It is not affiliated with any other Audubon society or organization. We believe that the most natural way to achieve success, and to foster sustainability is by working to balance the triple bottom line of people, profit, and planet. In doing so, we operate with the main purpose of benefiting society by contributing proceeds from our programs and services to local, regional, national and international Audubon societies, and other charitable organizations.

Audubon Lifestyles accomplishes its goals by developing partnerships with individuals and businesses that embrace the same set of principles and ethics. By linking together individuals, businesses, universities, communities and not-for-profit organizations we work to create a unified team approach based on the International Sustainability Council's Principles of Sustainability. It is our belief that together we collectively accomplish more than any one individual, business or organization can accomplish alone. The Audubon Lifestyles mission is to assist people in how they live, work, play, and learn to promote sustainable living and lifestyles.

