

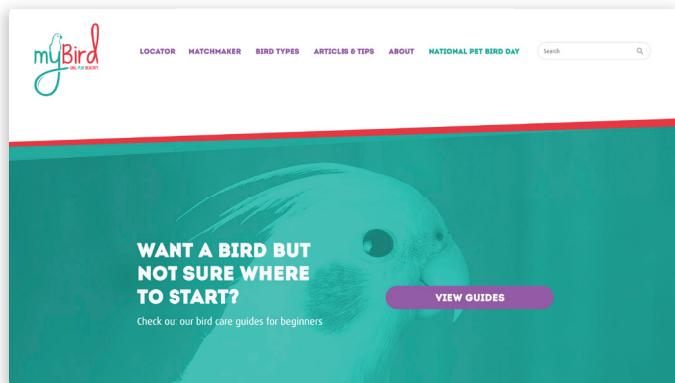
***TOGETHER, ADVANCING  
BIRD OWNERSHIP***

**BEAK**  
Bird Enjoyment & Advantage Koalition

# Introducing BEAK

Join us in advancing bird enjoyment while also advancing your business!

Welcome to the **Bird Enjoyment & Advantage Koalition (BEAK)** – where we support brands and connect them with millions of bird lovers!



## 🌐 Reaching the Masses

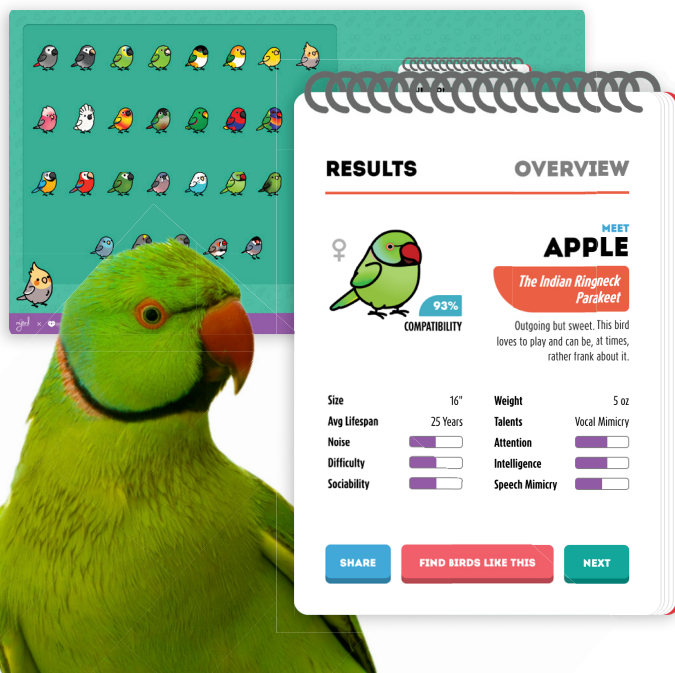
**MyBird.org**, our flagship platform, has made an impact in the avian world. Over the past five years, it's been viewed over **2.5 million times**, with a staggering **475,000** page views in the past year!

## 🐦 Discover Your Perfect Bird

**MyBird.org** offers a delightful interactive quiz that has captured the imaginations of **1.6 million** people to date. This quiz helps individuals discover the bird species that perfectly aligns with their lifestyle, ensuring a harmonious bond.

## 👤 Data-backed Insights

Quiz participants receive a compatibility score and a comprehensive overview of their bird species, complete with facts on lifespan, personality traits, diet, speech mimicry, cuddle potential, and enclosure needs.



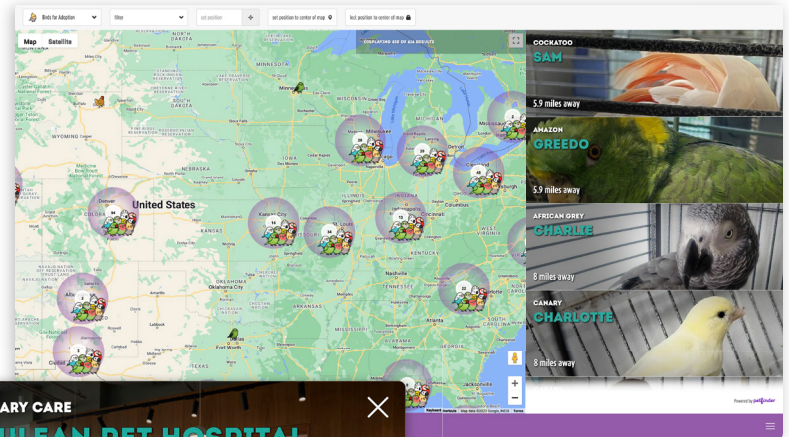
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## Connecting Bird Lovers

**MyBird.org** goes further by connecting potential bird owners to nearby birds available for adoption or sale.

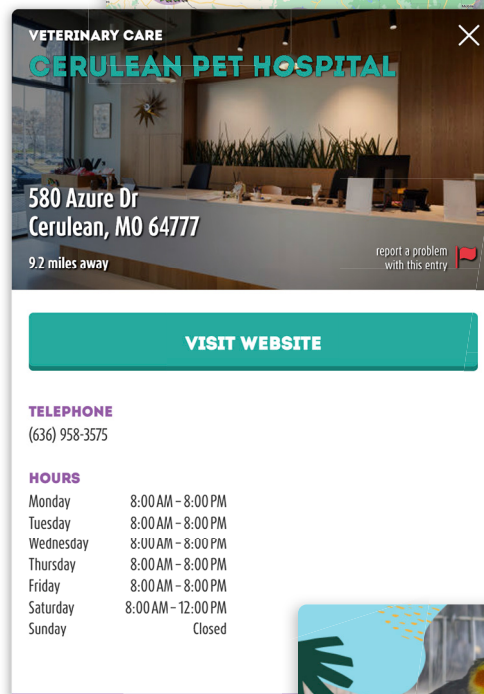
Our locator app has facilitated over **175,000 searches for bird adoptions** to date.



## Local Avian Resources

Our site's locator guides users to essential resources, like avian veterinarians and pet bird retail stores.

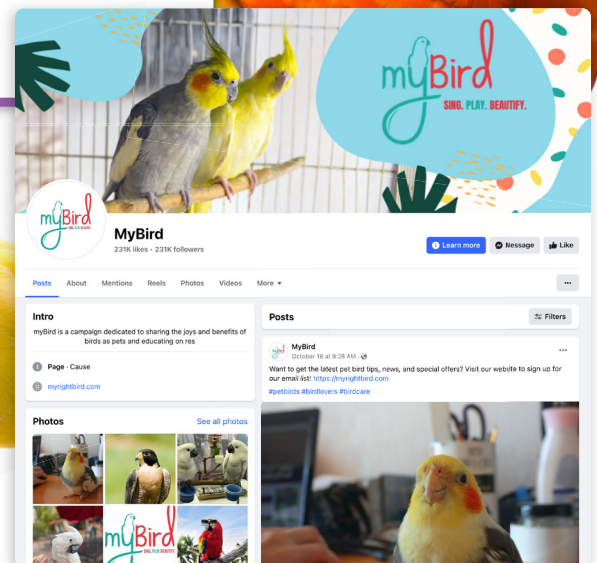
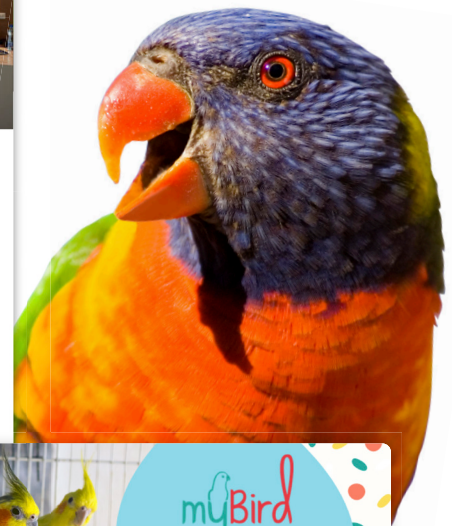
Altogether, we amass over **8,500 viewed locations annually**.



## Growing Together

With **230,000 loyal followers** on Facebook, we reach over **700,000 bird enthusiasts** through our posts.

Our e-mail campaign list boasts over **13,000 subscribers**, each ready to hear more about our mission and to support the brands we believe in.



# Join BEAK today

*Be a part of something bigger than yourself.*

## MEMBER BENEFITS

- ▶ Participation in meetings and discussions to direct BEAK activities
- ▶ Company logo & description on myBird website
- ▶ Ad placement in e-mail campaigns
- ▶ Ad placement on myBird website
- ▶ Inclusion in social media communications
- ▶ Custom entries in the myBird Locator
- ▶ Contest sponsorship opportunities
- ▶ Adoption agency engagements
- ▶ Retailer engagements via WPA
- ▶ Content & training material opportunities via FetchFind.com, IndiePet, and other partner sites



## Ready to Take Flight?

Visit **myBird.org** and become a proud member of the Bird Enjoyment Advantage Koalition (BEAK).

**Let's soar to new horizons together!**  
#JoinBEAK #BirdLoversUnite



Learn more about membership options today!  
**info@myrightbird.com**