**Celebrate National Pet Bird Day September 17**

*The Bird Enjoyment & Advantage Koalition (BEAK) created National Pet Bird Day to celebrate the joys and benefits of pet bird ownership.*

Mark your calendar for September 17 because it is National Pet Bird Day! This very special annual day of celebration was created in 2019 to recognize all of the wonderful ways in which pet birds enrich our lives as well as educate on the responsibilities and commitment that come with having a companion bird.

Some goals of National Pet Bird Day include:

* Recognize and celebrate the important role of pet birds in our lives
* Unite pet bird owners who all share a commonality of loving birds
* Educate on responsible care of companion birds
* Raise awareness on joys and benefits of adding a bird to your home

What is it exactly that bird owners love most about their beloved companions? Bird owners say the top benefits are that birds are fun to watch/have in the household, they provide love, companionship, company and affection, and even relieve stress. But there’s more, studies show birds can also increase social interaction, which is very important to mental health and wellbeing, and pets can be instrumental in teaching children empathy and responsibility.

Here are a few fun bird facts you may not know:

* There are 5.7 million bird-owning households\*
* Millennials are the top bird-owning demographic; 36 percent of bird owners are millennials, followed by Baby Boomers (26%) and Gen X (24%)
* The three most popular bird types owned are Parakeet, Cockatiel, and Canary\*
* 14 percent of bird owners travel with their birds

How to participate in National Pet Bird Day:

* Post celebratory bird photos, stories, stats and articles on social media and use the hashtag #NationalPetBirdDay
  + Visit [www.NationalPetBirdDay.com](http://www.NationalPetBirdDay.com) for downloadable memes and post copy
  + Tag @MyRightBird
* Take the quiz on [www.MyRightBird.com](http://www.MyRightBird.com) to see what type of bird is right for your lifestyle and share your results online
* Show your pet bird how much you love them by getting them a new toy or treat and give them a little extra love on September 17
* Download our Facebook profile photo frame and update your profile photo on September 17. [Facebook.com/myrightbird](https://www.facebook.com/myrightbird)
* Follow @MyRightBird on Facebook and Instagram and share your stories and photos with us using the hashtag #NationalPetBirdDay

We hope you’ll consider taking this day, September 17th, and making it all about these wonderful creatures and if you’re like us and you need more than one day to chirp about birds, then take the week, or even the month and dedicate it to our winged friends.

Visit [www.MyRightBird.com](http://www.MyRightBird.com) for more information.

*\*Data provided by American Pet Products Association’s National Pet Owners Survey*