



MEDIA KIT

Mission: Maine Audubon works to conserve Maine's wildlife and wildlife habitat by engaging people of all ages in education, conservation, and action.

Boilerplate: Maine Audubon is building a community that understands when Maine's wildlife thrives, Maine thrives. Since 1843, we have been connecting people to nature through a science-based approach to conservation, education, and advocacy. The state's largest wildlife conservation organization, Maine Audubon has seven chapters, eight wildlife sanctuaries, 10,000 members, and serves more than 50,000 people annually.

Note: We are not a National Audubon chapter; we have an independent, collaborative relationship and share conservation goals.

Nonprofit 501(c)(3)

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History

Maine Audubon traces its history back to 1843, when the Portland Society of Natural History was founded and dedicated to “the promotion of knowledge in the various branches of Natural History.” Speakers, specimens, books, and more were collected, shared, and enjoyed. By the end of the century, times and eras were changing. Maine Audubon Society (originally the Maine Ornithological Society, founded in 1897) was created, and the two organizations shared missions and members until they formally merged in 1972. As environmental causes gained strength in the 1970s, so did Maine Audubon, helping to pass a bottle bill, conducting the first bald eagle survey, and opposing oil refineries along the coast. In 1975, the new headquarters at Gilsland Farm in Falmouth opened, and the organization has continued to cement its role as the state’s leading conservation organization.

Key areas of work

Education: We engage more than 10,000 Maine students each year through camps, walks, and classroom visits.

Conservation: Our programs include an annual loon count, piping plover recovery, improving stream crossings for wildlife, brook trout surveys, and Forestry for Maine Birds, integrating bird conservation with forest management and planning.

Advocacy: Through our lobbying efforts, we have helped strengthen the Maine Endangered Species Act, establish the Maine Climate Council, ban single-use plastic bags, and upgrade water quality protections on Maine’s waterways.

The Logomark

Maine Audubon’s logomark is the organization’s calling card. The concentric circle logo portion is iconic and extremely recognizable within the state. The logomark can be represented in a stacked or a horizontal format, in color or in black and white. Please do not change the font or the design; contact us for alternative versions or file types.

