



MARS Wildlife Rescue Centre is a charitable organization whose mission is to conserve and protect native wildlife and its natural habitat through education and rehabilitation.

Our purpose is to:

- Rescue, recover, rehabilitate, and release
- Contribute to the knowledge and understanding of wildlife
- Educate the general public about wildlife issues
- Conserve and protect wildlife

## Contact Us

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Feather Friendly® Bird Deterrent Technology is a simple solution that positively impacts bird conservation, with a durability and longevity of 15+ years. Tested and approved by American Bird Conservancy, Dr. Daniel Klem Jr., and supported by countless other organizations. Independent studies have shown a successful reduction in strikes of over 95%.

Our markers make the glass visible to birds, preventing deadly collisions without compromising a building's aesthetics or views. Since 2006 Feather Friendly has installed over 7 million sq. ft. of product worldwide!

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## DIY Bird-Loss Prevention



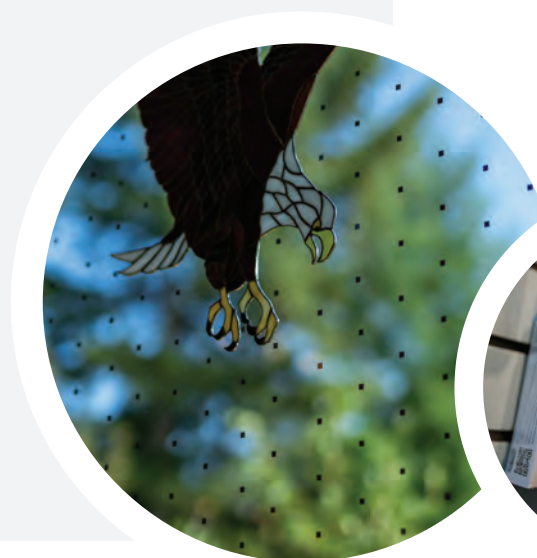


MARS Visitor Centre | Merville, BC

## The Challenge

MARS Wildlife Rescue Society was established in 1995 to rescue, rehabilitate, and release native Vancouver Island wildlife. Since its inception almost 30 years ago, it has grown from a small 100-patient-per-year effort out of the home of Maj Birch, to its present role as a lifeline for thousands of injured and orphaned wildlife throughout North Vancouver Island. The MARS Hospital patient population runs the gamut from amphibians, reptiles, and mammals to every type of Vancouver Island bird imaginable. Staff and volunteer caregivers can be found bandaging an injured eagle in the morning and then hand-feeding a tiny hummingbird in the afternoon.

“We receive many birds that are seriously injured or killed by window strikes,” says Allison Morrison, MARS Visitor Centre Manager. “Approximately 10% of the patients admitted each year are birds with window strike injuries. It is particularly awful and heartbreaking in the spring when birds are nesting and caring for their chicks. An entire family of birds can be lost by one strike. And we lose more than the bird itself; we lose the pest control, the habitat enhancement, and the aesthetic value that they contribute to our lives and the environment.”



## The Solution

The MARS Visitor Centre, located on the same property as the hospital, includes large windows overlooking the site's wetland and wooded habitat. The area attracts countless species of birds, including swallow families that nest in boxes along the perimeter fence. Preventing birds from striking the centre windows was a top priority. In 2023, MARS summer staff Shaye Rebeyka and Aaron Schmidt, worked together to ensure all the facility windows were treated with Feather Friendly® Bird Collision Deterrent Markers.

During the install, a surprising experience stood out for the team that reinforced the importance of the task. “A window was approximately two-thirds finished, with a 6” vertical strip still needing to be treated. Then we heard that ominous “whack,” which can only mean one thing,” recalls Allison, “A robin had hit that single, small, untreated section.” Thankfully, the robin survived, and the remainder of the building's windows were successfully completed.

## The Extra Mile

The MARS Visitor Centre was created to satisfy the organization's second mandate: to provide a hub for people to learn about habitat conservation and the hazards that wildlife encounter. The Centre's dedicated tour guides work with school groups, tourists, and many supportive locals to share information about North Vancouver Island's wildlife. They even utilize props to illustrate how human activity can be lethal for wild animals. To support the MARS mandate, and protect more birds, MARS began selling Feather Friendly's DIY solutions at cost in the Centre's gift shop. Many of the volunteers and staff at MARS have applied Feather Friendly to their own windows. “We offer patrons an excellent product and sound advice based on our real-life experience.” says Allison.

“Because we are located in a beautiful coastal community, many residents have spectacular views they do not want to compromise with visual markers. However, when they see how unobtrusive the markers are, people are much more amenable to treating their own windows,” she states. “Theoretically, we'll have fewer patients if we share information and products to prevent window strikes. It's a bit trite to say we want to work our way out of a job, but we do!”

