



Ellis Bird Farm & NatureLynx™ Photo Contest!



CAPTURE YOUR CURIOSITY:

Ellis Bird Farm (EBF) has partnered with NatureLynx™, a new citizen science app! Since EBF is compiling a biophysical inventory of all the plants and animals on site this is your opportunity to help us out and win prizes! The photo contest will run from June 22 to August 23, with the winners being announced on September 3, 2019 (closing day of EBF).

HOW TO ENTER/GETTING STARTED:

1. Download the app onto your mobile device by visiting Google Play or the App Store (or check to make sure you have updated to the newest version).
2. Sign up to create a new NatureLynx™ account OR login using your existing account information.
3. Select the [people icon] to search for and join the **Ellis Bird Farm** group.
4. Submit your sightings and “tag” them to the **Ellis Bird Farm** group and **Ellis Bird Farm Photo Contest & Biophysical Inventory** mission for a chance to win!
 - a. Use the [camera icon] to take a photo of an Alberta species, or select a photo from your gallery.
 - b. Enter the species name and select the appropriate species group. If known, enter the species name by selecting from the list or, you can just mark it as “Unknown”. If you are unable to find the species name you are looking for, try using the search bar or select “Not Listed” to manually enter your own species name.
 - c. The date, time and location should autofill using your phone’s GPS information (you can also manually enter the date/time and select the location by dropping a “pin” on the map).
 - d. Provide any relevant field notes (optional) and assign your photo to the Ellis Bird Farm group before selecting submit – that’s it!

**NatureLynx™ is a way to collect and share data on all of Alberta’s species (birds, mammals, plants, insects, etc.), but it’s not intended for collecting data/images on domestic species (garden plants, domestic animals).*

Photos must be uploaded before 11:59 PM, Friday, August 23, 2019. Winners will be announced on September 3, 2019!

CATEGORIES AND PRIZES:

We will be awarding prizes in two categories:

1. **Best Species Photo:** Submit your best species sighting photo for a chance to win!
2. **Most Species Sightings:** A grand prize and runner up will be awarded with prizes for the most species sightings submitted!

Prizes from ABMI and EBF will be awarded to two winners in each category –One grand prize and one runner up.

Plus! All participating entrants (i.e. those who have shared *at least* one sighting) will be entered in a raffle draw to receive a copy of *Backyard Bird Feeding: An Alberta Guide* by Myrna Pearman!

So many chances to win!

RULES:

1. Prizes will be awarded to five different NatureLynx™ users: two prizes for each category (one grand prize and one runner up) and one randomly selected participating user*.
**Participating user* is defined as a user who shares at least one sighting to the Ellis Bird Farm group.
2. All sightings must be added to the Ellis Bird Farm group by end of day, August 23th, 2019.
3. Winners will be determined by a voting panel of judges representing Ellis Bird Farm. Winners will be announced by September 3th.
4. Contest is not open to Ellis Bird Farm board members or employees.