

**“BIRDING RALLY CHALLENGE PERU” 2013**  
**Scouting the Northern Route - Peru.**

This year new edition of the Birding Rally Challenge will take place from the 9th to 20th of June, and will cover the regions of Lambayeque, Cajamarca, Amazonas and San Martin (Northern Peru). With the objective of traveling through the route, the group conformed by José Purisaca (General Manager of ITA), Manuel Bryce (General Director of the Rally) along with representatives of PromPerú, Tourism Vice Ministry of MINCETUR, SERNANP; and from Cajamarca Travel Miguel Angel Arellano. This trip allowed presenting the proposal of the North Amazonian Birding Rally Challenge to local and regional authorities, private sector and local communities, some of them affected by poverty like Cruz Conga and Limón in Cajamarca. Each of the destinations visited has generated great expectations as well as an opportunity to promote their communities in terms of bird fauna and hospitality. With all the arrangements made, success is assured for this year Rally.

