

World Birding Rally Nor Amazon 2014

From May 12th to 20th, four teams with renowned birders from United States, South Africa and United Kingdom will travel through the Nor Amazon route in search of the many bird species that habit this area. Organized by Inkaterra and PromPerú, the fourth edition of the World Birding Rally covers a 1503-km search area across twelve life zones, from coastal Lambayeque to Amazonian San Martin. It is the second time that the intense challenge follows this 8-day itinerary, which allowed last year's teams to register a total of 864 species (10% of all bird species throughout the world), with 34 endemics among them.

The World Birding Rally is an effort to sponsor Peru's potential as one of the world's most exciting locations for birdwatching. It also raises awareness on the environment, and contributes with the economic growth in underdeveloped areas through sustainable tourism.

For further information, please visit: <http://www.birdingrallychallenge.com>



Photo by: Ernesto Benavides

Blue-and-yellow Macaw (*Ara ararauna*)