



## PRESS RELEASE

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### **Connecticut Audubon Society Receives Highest Four-Star Rating from Charity Navigator**

*Donate Online to this Worthy and Cost-Effective Charity  
Through April 30 and Receive a Free \$5 L.L. Bean Gift Card!*

**Fairfield, CT, April 22, 2008 -- Connecticut Audubon Society recently received the coveted Four-Star Rating from the national charity evaluator, Charity Navigator, which is the highest rating that a non-profit organization can receive.** In his letter announcing Connecticut Audubon Society’s four-star rating, Michael Smith, Interim President of Charity Navigator said, “We are proud to announce Connecticut Audubon Society has earned our 4-star rating for its ability to efficiently manage and grow its finances. Approximately a quarter of the charities we evaluate have received our highest rating, indicating Connecticut Audubon Society outperforms the majority of non profits in America with respect to fiscal responsibility. **The ‘exceptional’ designation from Charity Navigator differentiates Connecticut Audubon Society from its peers and demonstrates to the public it is worthy of their trust.**”

“This is a wonderful and welcome recognition of our 110-years-young organization and the tremendous work our staff and volunteers do in delivering our important mission in the most fiscally responsible way,” said Robert Martinez, President of Connecticut Audubon Society. “At Connecticut Audubon Society we are committed to ensuring that every dollar we raise from our members and donors is used wisely, enabling us to protect Connecticut’s birdlife and habitats and to educate state residents about the importance of conserving our precious natural resources.”

Connecticut Audubon Society strives daily to reduce costs and be environmentally sensitive. In celebration of Earth Day, for example, Connecticut Audubon Society is conducting a month-long Online Membership Drive in April to encourage prospective and current members and donors to donate online. In addition to the membership gifts that Connecticut Audubon Society offers year-round, during the month of April online givers will receive a free \$5 L.L. Bean gift card. The entire process takes place via our secure Internet server and reduces costs, waste and energy consumption as no postage or paper are needed. Even the gift cards are e-mailed! Only a few days left are left to take advantage of this special offer!!!

Connecticut Audubon Society was also named in “The Contribute 200 Guide to Investor-Worthy Charities” in *Contribute Magazine’s* November/December 2007 issue. In fact, Connecticut Audubon Society was one of only 17 environmental organizations chosen for inclusion in this prestigious list. Visit Connecticut Audubon Society’s website, at [www.ctaudubon.org](http://www.ctaudubon.org), for more information about our mission-based programs and conservation initiatives in Connecticut.

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**About Connecticut Audubon Society**

Founded in 1898, Connecticut Audubon Society conserves Connecticut's environment through science-based education and advocacy focused on the state's bird populations and habitats. Connecticut Audubon Society operates nature facilities in Fairfield, Milford, Glastonbury and Pomfret as well as an EcoTravel office in Essex and an Environmental Advocacy Office in Hartford. Connecticut Audubon Society manages 19 wildlife sanctuaries around the state, preserving over 2,600 acres of wildlife habitat in Connecticut, and educates over 200,000 children and adults annually. Working exclusively in the state of Connecticut for over 100 years, Connecticut Audubon Society is an independent organization, not affiliated with any national or governmental group.

**About Charity Navigator**

Founded in 2001, Charity Navigator has become the nation's largest and most-utilized evaluator of charities. "In our quest to help donors, our team of professional analysts has examined tens of thousands of non-profit financial documents. As a result, we know as much about the true fiscal operations of charities as anyone. We've used this knowledge to develop an unbiased, objective, numbers-based rating system to assess the financial health of over 5,000 of America's best-known charities."

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