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Invaluable Publicity Opens New Member Opportunities

Member contributions, whether financial or volunteer, are behind virtually every one of BCI's accomplishments. One of the most important contributions anyone can make is simply to tell a friend about bats and BCI. Because you, our existing members, have so consistently shared your enthusiasm in the past, we have been able to achieve extraordinary growth without costly solicitation.

This fall is an ideal time to talk to people about bats. In August, the article "Saving North America's Beleaguered Bats" appeared in *National Geographic*, followed by "Bats' New Image" in the August 21 issue of *Time*. The October issue of *Popular Science* will also have an article about bats and BCI. All of these are superb door openers.

Timed to take advantage of this publicity, BCI has produced a new brochure, "Exploring the Secret World of Bats," specifically designed to teach about bats and to recruit new member participation. If each of us brings in just one new member, we can double our support for bats. Just drop us a line or give us a call, and we'll send you a copy (see details that follow).

The brochure features a combination of art by Andrea Peyton and photography by Merlin Tuttle. One side can be used as a color poster, illustrating why bats are important, and the other outlines BCI's goals, accomplishments, and opportunities for member participation. Copies are free to BCI members in quantities up to 25, or at a cost of 25 cents each for large orders. Please be aware that, in the interest of conserving natural resources, we must distribute such materials judiciously.

Please send your requests for brochures to:

Brochure Request
Bat Conservation International
P.O. Box 162603
Austin, TX 78716
or call us at 512-327-9721.



The new "Exploring the Secret World of Bats" brochure provides an ideal introduction to the values of bats and to BCI's conservation goals.

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