



REDSTART BIRDING TAKES TO THE ROAD

THE FIRST EVENT FOR WEST COAST FLORIDA WILL BE AT
SARASOTA AUDUBON'S NATURE CENTER – Friday, January 22, 2021

Introducing *REDSTART ON THE ROAD*: A new, COVID-safe series of small, appointment-based optics events that will allow birders to safely try and test the latest and greatest in birding optics! And, at most ROTR events, birders can also enjoy professional guided, socially distanced, COVID-safe bird walks as they test new binoculars and scopes firsthand.

REDSTART BIRDINGS MISSION: To provide a hands-on, try-before-you-buy experience of quality birding optics to birders throughout the U.S. through a COVID-safe, mobile version of our online retail store, Redstart Birding (redstartbirding.com).

SARASOTA AUDUBON'S NATURE CENTER AT THE CELERY FIELDS

- Redstart Birding partnering with the [Sarasota Audubon Society](#)
- Sponsored by KOWA Optics; other brands available for testing too.
- **January 22, 2021**
- Celery Fields, outdoor gazebo; park in lot on Center Road
- Free bird walks at 8 a.m., 10 a.m., and 12 noon led by Jeff Bouton, well-known birder and bird guide. **Preregistration Required.** Contact Wendy Clark wendy@birdwatchersdigest.com or by text at 330-413-1532
- **Private shopping appointments** from 8 a.m. to 2 p.m. (request shopping appointment). Contact Wendy Clark wendy@birdwatchersdigest.com or by text at 330-413-1532

Some benefits of attending a ROTR event include:

- Try optics before you buy them, and compare a variety of brands and models in the field
- 5% discount on all optics and gear
- 5% of sales will be donated to **Sarasota Audubon Society**
- Products purchased will be shipped to your home
- Safe, sanitary, crowd-free setup
- Personal appointment with an optics consultant
- Close-to-home and convenient shopping opportunity

Here's how it works:

- Interested birders must schedule a personal, private shopping appointment with our optics specialist to avoid crowds. No more than two people will be scheduled at a time; groups of two are welcome.
- All products and hands will be sanitized before and after each use.
- The event will be outdoors at the **SARASOTA AUDUBON SOCIETY NATURE CENTER, 999 Center Rd, Sarasota, FL 34240**. The event area will be roped off with signage for additional safety.
- Masks will be mandatory at both indoor and outdoor events, and temperatures will be taken on site prior to shopping.
- Bird walks will be small, socially distanced, and professionally guided, and will follow all park, city, county, and state COVID safety protocols.
- All products will be discounted 5% at ROTR events, and an additional 5% of all sales will be donated to SAS.
- Most products purchased at a ROTR event will be shipped directly to the customer's home. However, some birding gear will be available for same-day, take-home purchase.