



Fans of The Alex Foundation Rise to Andy's Alex Challenge!

Fans of *The Alex Foundation* are rising to the challenge posed by New York bird-owner, Andy Sterner. Andy, a longtime admirer of Dr. Pepperberg's work, has offered a generous challenge to bird owners everywhere!

- For every donation of \$50-\$500, Andy will match 50% of the amount.
- For every donation of **more than \$500, Andy will match 100% of the amount!**

Times are tough—we know! And they are tough for the birds as well. Traditional funding sources are becoming less and less available. Griffin and Wart are stepping up to the plate, doing their best to help further the Alex's work—and we'd like to ask you to help as well.

Because of Andy's generous offer, you can give more than your actual contribution. Using the "latte' factor," here's how it works:

- For the cost of *one plain cup of coffee per week* for a year--let's say \$1 per week for 52 weeks equals a \$52 contribution – Andy's match will make it \$78!
- For the cost of 3 latte's per week for a year—\$10.50 for 52 weeks equals a \$546 contribution – Andy's match will make it **\$1092!!**

To qualify for Andy's matching donation, your donations must be made from April 23 through June 30. Contributions can be made by going to www.alexfoundation.org, and clicking on Alex's Donate button. Checks are welcome, too!! (Actually, we get more, because there is no PayPal service charge!)

We'd also like to ask one more favor—and that is to help us make this challenge VIRAL! Please post it to your bird groups, or text it to your friends. If you belong to online social networks like Facebook and Multiply.com, please post it there. And if you Twitter, please send out a "tweet" for Andy's Alex challenge--after all, it IS for the birds!