

Hagen donates limited edition books to bird groups to raise money for bird education projects

MONTREAL, Canada – August 2, 2013 – If a picture is worth a 1000 words, a rare and fully-illustrated book about parrots who lived over a century ago speaks volumes.

The 135-year-old book is by Dr Anton Reichenow (1847-1941), a German zoologist and ornithologist who specialized in African birds. Reichenow, who made major contributions to ornithology during a very active 50-year career, travelled extensively to exotic places and discovered many new species. He has seven bird species named after him.

His remarkable tome includes 33 hand-drawn family portraits of a variety of parrot species—including Mealy Amazons, Guatemalan Amazons, Vinaceous Amazons, White-fronted Amazons, Green-cheeked Amazons, and Yellow-cheeked Amazons. The detailed colour renditions were drawn by wildlife artist Gustav Mützel (1839 -1893).

First published in 1878, there are not many original copies left. Fortunately, one of the few remaining ones in existence today is owned by Mark Hagen, Director of Research at Rolf C. Hagen Inc. and Hagen Avicultural Research Institute (HARI).



Hagen recently produced 50 replicas of the original version and donated them to four bird conservation groups—World Parrot Trust, Loro Parque, and Parrots International (California), and the American Federation of Aviculture (AFA).

The groups, all dedicated to avian education and preservation, will auction the books to raise money for their organizations.

Faithfully reproduced with special attention to detail, the replicas remain true to the original version. Each one also includes separate 10" x 14" prints of the parrot illustrations for framing.

A copy of the rare book will be auctioned off at the American Federation of Aviculture's 39th Annual Convention, where in the past, Hagen-donated items have sold for two and three times their estimated value, including a limited edition, life-sized, hand-painted Hawk-headed statue, which sold for over \$400 US with all proceeds going to improve aviculture in America.

About Rolf C. Hagen Inc.

Founded in 1955, Rolf C. Hagen Inc. is a family-owned, leading international manufacturer and distributor of pet care products, pet food and treats. Headquartered in Montreal, Canada, the company has sales, manufacturing and distribution facilities in North America, Europe and Asia. The company has a large portfolio of trusted, quality, leadership brands for all pets, including Fluval, Fluval Sea, Exo Terra, Dogit, Catit, Nutrience, Laguna, Living World, Living World Green, Tropicana, Tropimix, Prime, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit www.hagen.com.

About HARI:

Established in 1985, Hagen Avicultural Research Institute is dedicated to the study of captive breeding, maintenance and nutrition of companion birds as well as to research into the care and health management of small animals and reptiles. HARI currently houses over 350 pairs of more than 50 various parrot species. Areas of study include disease control, pair bonding, nutrition, early parrot education, and the influence of temperature, humidity and light cycles on breeding. For more information about HARI, visit www.hagen.com/hari or www.hari.ca