

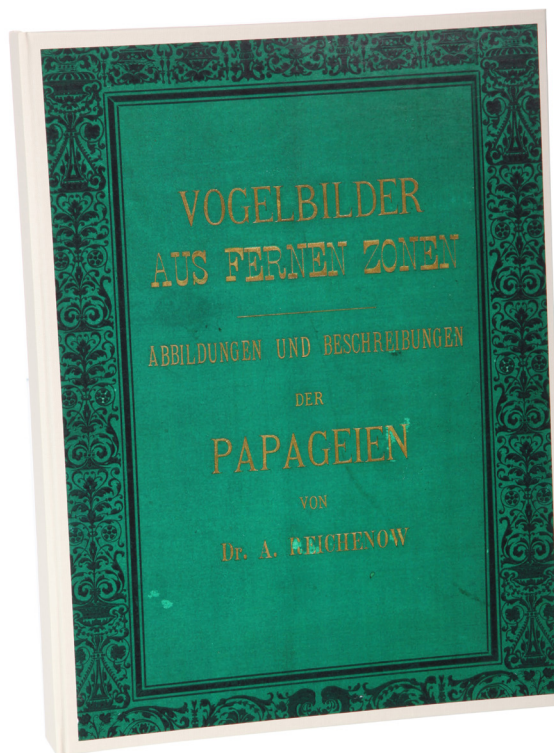
Replicas of rare bird book donated by Hagen auctioned for record-breaking amount at this year's AFA Convention

Books raise \$2500 U.S. for Avian Aviculture

MONTREAL, Canada – August 21, 2013 – A rare book about parrots, written by the late Dr Anton Reichenow, made a huge impact at the American Federation of Aviculture's recent convention, as two authentic replicas of the book were auctioned off for a record \$1250 U.S. each.

The genuine replicas, which were donated to the AFA by Rolf C Hagen Inc., are faithful reproductions of Dr Reichenow's 135-year-old illustrated book covering a variety of parrot species.

First published in 1878, the extremely rare 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).



Dr Reichenow (1847-1941) was a German zoologist and ornithologist who specialized in African birds. He made major contributions to ornithology during a very active 50-year career, travelling extensively to exotic places and discovering many new species. He has seven bird species named after him.

Fifty replicas of his original book were donated to four bird conservation groups to raise money for their organizations. In addition to the AFA, replicas were also donated to the [World Parrot Trust](#), [Loro Parque](#), and [Parrots International](#) (California), all of which are dedicated to avian education and preservation.

The auction took place during the AFA's 39th Annual Convention held on August 7 to 10, 2013, in Raleigh, North Carolina.

For more on the event, visit the AFA's [Facebook page](#).

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