

# Giant graffiti to help save threatened birds in Bulgaria

## Title

In the framework of its on-going [Life](#) project aiming at protecting raptors, BirdLife in Bulgaria (BSPB) decided to use creativity to better catch public attention, starting with a giant graffiti in the heart of Sofia. [Save the raptors project](#) (2009-2013), aims at protecting Eastern Imperial Eagle *Aquila heliaca* and Saker Falcon *Falco cherrug* in key [Natura 2000](#) sites in Bulgaria. Both species are threatened by electrocution, habitat destruction and illegal poisoning and poaching, causing a decrease of the populations.

To tackle the issue, BSPB developed the conservation project Save the Raptor. Project activities, including insulation of hazardous electricity poles, installation of artificial nests and guarding of nests and winter feeding, already permitted a small increase in both species. But the activities did not stop there. Four volunteer artists offered to support the project, and the result, a 20 metre high graffiti depicting the majestic and globally Endangered Eastern Imperial Eagle, is impressive. Placed on an outdoor wall at a public school in down-town Sofia, which also supports the project, the giant graffiti is visible to anyone walking by. In order to immortalize and share the good moments of the collaboration between BSPB and the artists, [a short film of the making of the graffiti](#) was produced. By using innovative communication tools and contemporary art, BSPB aims at reaching young people and at leaving a long lasting mark of its 5-years *Save the Raptors* project. BirdLife Europe warmly welcomes this creative initiative and congratulates the artists and BSPB for their innovative project. Take action by promoting the film in your networks! For more information please contact [Teodora Petrova](#), Communications Officer at the Bulgarian Society for the Protection of Birds (BSPB/ BirdLife Bulgaria)

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