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**Media Release**

## **Athene Communications puts its money where its name is**

Peterborough-based PR and communications consultancy, Athene Communications has put its money where its name is, by sponsoring the Little Owl, 'Athene Noctua' in the British Trust for Ornithology's (BTO) Bird Atlas Survey 2007 – 11., the biggest ever national stock take of the populations of Britain's breeding and wintering birds.

On hearing the Bird Atlas was in need of sponsors to help complete the four year project, Richard Astle, Director of Athene Communication jumped at the chance to support the bird after which he named his company.

Richard said, "The name Athene was chosen for the consultancy as we aim to embrace the wisdom and the good fortune that the little owl – named after the Goddess Athena - symbolises."

Richard continued, "The aim of the Atlas is to record numbers of all species of bird in all parts of Britain and Ireland. The cost of co-ordinating the survey and also recording and analysing the results across the country is estimated to cost a staggering £1,300,000. Therefore every donation is vital to ensure its completion. I am pleased we can support our namesake in this survey – currently there are thought to be about 9,000 pairs of Little Owls in Britain, it will be interesting to see the results of the survey in 2011."

Kate Aldridge from the BTO said, "We are tremendously grateful for the support given to Bird Atlas 2007-11 by Athene Communications, and we are pleased that we can acknowledge their

backing in such an apt way. We are now half way through the project with over 90 million bird records having been submitted by tens of thousands of volunteers, but there is still a lot of work to do.”

The little owl is relatively common around Peterborough and can often be seen in the countryside in the early evening at this time of year as it hunts for insects and small mammals. For any more information about the Bird Atlas 2007-11, how to get involved and to make a donation, please visit <http://www.bto.org/birdatlas/>.

For more information on the work of Athene Communications visit [www.athene-communications.co.uk](http://www.athene-communications.co.uk)

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### **Notes to Editors**

Athene Communications is a strategic communications consultancy, offering innovative and integrated advice and support to organisations looking to improve the way they engage and communicate with key internal and external audiences, particularly those embarking on major change programmes or projects.

Current clients for the Peterborough PR and communications include local organisations such as Opportunity Peterborough, Pearl Assurance, BGL Group Ltd, Indesit and the national charity, Association of Hydrocephalus and Spina Bifida, of which Richard is the Chairman. Athene is also promoting the work of National Lottery's Fair Share Trust in the Parnwell area. Nationally, Athene is also currently working for British Energy and Unisys.

Images are available for use alongside this news release. Please contact [images@bto.org](mailto:images@bto.org) quoting reference Athene Communications.

### **Media contacts**

For media requests please contact Hannah Barrett on (01733) 207340 or e-mail [Hannah@athene-communications.co.uk](mailto:Hannah@athene-communications.co.uk).

