



THE CITY OF NEW YORK
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FOR IMMEDIATE RELEASE: November 6, 2017

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**NEW CITY ADS COMING TO SUBWAYS, BUSES TO DISCOURAGE WILDLIFE
FEEDING**

NYC Parks wants New Yorkers to know that sharing is not caring



NEW YORK—Mayor Bill de Blasio today announced a new phase of WildlifeNYC – a campaign launched last October to teach New Yorkers how to live responsibly alongside the wild animals that inhabit the city. The citywide campaign will now focus on a specific action: “Please don’t feed NYC’s wildlife.” Starting today, new ads will be visible on buses, subways, phone kiosks and street pole banners in all five boroughs. The ads will feature mallards, deer, raccoons, coyotes and red-tailed hawks.

“In order to coexist peacefully and responsibly with our city’s wildlife, it’s important not to feed animals. This new campaign will make sure New Yorkers get the message – and learn more about living alongside our urban wildlife,” said **Mayor Bill de Blasio**.

“Most people think they’re doing a good deed by feeding ducks and other wild animals,” said **NYC Parks Commissioner Mitchell J. Silver, FAICP**. “But if you share your food with them, they’ll lose their natural hunting instincts. Some of these animals have mastered the art of begging, but they are resourceful New Yorkers and have access to plenty of nutritious food in our city and parks.”

The WildlifeNYC website provides guidelines for safely coexisting with raccoons, coyotes, piping plovers, red-tailed hawks, waterfowl and deer, as well as fun facts, information about animal behavior and background on how the City is helping to manage and care for these populations. As part of the campaign, New Yorkers can report their interesting wildlife sightings through a web portal on the WildlifeNYC, to help us learn more about the wildlife that call NYC home.

One of WildlifeNYC's core initiatives is the City's deer management program on Staten Island. NYC Parks estimates there are about 2,000 deer on Staten Island, causing vehicle collisions and damaging trees and native plants. The City has developed a multi-pronged plan to address these negative impacts, including traffic safety measures and the humane sterilization of male deer. To date, more than 1,000 males have been sterilized.

To learn more about WildlifeNYC, visit nyc.gov/wildlife.

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