



Shaping the future for birds

July 29, 2014

Roger Goodell
Commissioner
National Football League
1201 Pennsylvania Avenue, NW Suite 645
Washington, DC 20004

Dear Commissioner Goodell,

On behalf of American Bird Conservancy (ABC) I write to express our concern about the refusal of the Minnesota Vikings and the Minnesota Sports Facilities Authority to modify plans that are expected to kill thousands of America's native birds over the life of the soon to be built Minnesota Vikings Stadium. As you may be aware, the new Vikings stadium plans to have a large glass wall exterior that will cause the avoidable and unnecessary deaths of birds legally protected by federal law (16 U.S.C §§ 703-712).

We respectfully request an opportunity to meet with your staff to discuss viable mitigation options that would successfully avert this sad inevitability in Minneapolis; as well Los Angeles, Atlanta and San Diego.

ABC is a 501(c) (3) not-for-profit membership organization whose mission is to conserve native birds and their habitats throughout the Americas. ABC acts by safeguarding the rarest species, conserving and restoring habitats, and reducing threats, while building capacity in the bird conservation movement.

Through ABC's Bird Collisions Program, we have provided thousands of architects continuing education (AIA) credits by teaching [Bird Friendly Building Design](#), and pioneered the [Bird Collision Deterrence LEED pilot credit](#) for the U.S. Green Building Council. ABC is also the only bird conservation organization conducting applied scientific research aimed at quantifying the relative threat of different building glass materials and treatments to birds, and the effectiveness of commercially available materials that purport to deter collisions.

While the amount of glass in a building is the strongest predictor of how dangerous it is to birds, the good news is that there are ABC proven-effective options that can greatly limit glass' impact on native bird species. And, since birds play an important role in the National Football League (Philadelphia Eagles, Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Seattle Seahawks) we are confident you will work with us to minimize this unnecessary threat to birds.

Sincerely,

Darin Schroeder
Vice President
American Bird Conservancy