

FOR IMMEDIATE RELEASE

DESTINATION STRATFORD LAUNCHES COMMUNITY BIRD NAMING CHALLENGE

*Calling all creative minds in Stratford! Destination Stratford is calling on the community to help in naming the six birds in the new **BIRDS OF A FEATHER** series as part of **Lights On Stratford**.*



Artist rendering of Snowy Owl courtesy of Amigo & Amigo and Lights On Stratford

Stratford, Ontario, September 11, 2025 - Destination Stratford recently announced the upcoming world premiere of **BIRDS OF A FEATHER**, a dazzling new interactive light art installation set to illuminate Tom Patterson Island during this year's [Lights On Stratford](#) festival. Created in collaboration with internationally renowned interactive art pioneers Amigo & Amigo, and owned by Destination Stratford, this vibrant installation invites audiences into a luminous world of supersized interactive glowing birds.

Destination Stratford and Lights On Stratford are inviting the community to participate in a [naming challenge](#) for the larger-than-life birds, encouraging Stratford's creative minds to contribute to this distinctive and memorable art experience. From "JUSTIN BIRDER" to "GORD DOWNIE WOODPECKER" to your own genius bird name(s), our team is searching for permanent names for each of the six birds.

Participants can submit their creative bird name by [completing a short online form](#) and will be automatically entered into a draw for a chance to win one of three prize packages, each including two [Stratford Chocolate Trails](#) and \$50 in [Stratford Downtown Dollars](#).



Artist rendering of Cardinal courtesy of Amigo & Amigo and Lights On Stratford

"We're thrilled to be able to tap into Stratford's creative brain trust and invite our community to help name our BIRDS OF A FEATHER," said Zac Gribble, Executive Director of Destination Stratford and Festival Director of Lights On Stratford. *"This challenge is a fun way for residents of all ages to connect with our newest light art installation and be an active part of its creation story."*

The **BIRDS OF A FEATHER** were selected for their radiant beauty, evocative bird calls, and that their wintering grounds include Stratford and the surrounding region. Local birders will be thrilled with sightings of the Black-Capped Chickadee, Goldfinch, Downy Woodpecker, Blue Jay, Cardinal and Snowy Owl, both on Tom Patterson Island and in the wild.

The six birds range from 6.5 feet to 13 feet in height with each internally lit bird featuring a beautiful soundscape and an interactive artistic bird call initiated by talking, whistling or singing to the bird.

"BIRDS OF A FEATHER is about celebrating community, creativity, and the resilience of Canadian winters," said Simone Chua, Director of Amigo & Amigo. *"Our collaboration with Lights On Stratford has grown over several years, built on a mutual love of creating transformative public art, and it has been a joyful partnership in bringing this vision to life."*

Think you're up for the challenge? Submit your entry by **October 3**. Full details, contest rules, and entry form are available at lightsonstratford.ca/birds.



Artist rendering of Goldfinch courtesy of Amigo & Amigo and Lights On Stratford

The 6th annual *Lights On Stratford* is free to the public and set to launch on December 12, 2025 for 6 extended weekends through to January 18, 2026.

Visit lightsonstratford.ca for more details, exciting announcements and sponsorship opportunities. And in the interim, be sure to check out the recently released [5 YEARS OF LIGHTS ON STRATFORD](#) video.

Lights On Stratford is made possible through the support of its partners and the generosity of its community sponsors. It is financially assisted by Experience Ontario as well as Ontario Cultural Attractions Fund, programs of the Government of Ontario through the Ministry of Tourism, Culture and Gaming. Opportunities are still available for organizations wishing to be part of this season's festival and connect with thousands of visitors. To learn more about sponsorship, please visit lightsonstratford.ca/sponsor or contact sponsor@lightsonstratford.ca.

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For more information, please email: hello@visitstratford.ca.