

Scope out New Jersey Audubon's 23rd-Annual Sale on Sport Optics

The Regional Event – April 14 & 15 – Attracts Outdoor Enthusiasts from Hundreds of Miles Away

BERNARDSVILLE, NJ – February 9, 2018 – As the saying goes, what you see is what you get.

In birding, hunting, and other outdoor sports, enthusiasts know that the right high-quality optics, such as binoculars and spotting scopes, help you see your target species clearly. That can mean the difference between making lasting memories and missing the golden opportunity.

New Jersey Audubon's Cape May Bird Observatory 23rd Annual Optics sale is a golden opportunity for people to score the perfect optical equipment to up their game, as well as raise money for the overall mission of the non-profit organization.

On Saturday and Sunday, April 14 and 15, from 9-5 p.m., at New Jersey Audubon's Center for Research and Education at 600 Route 47 North in Cape May Court House (Goshen), dealers from the hottest brands will be available to help you make the right choice, helping give the biggest bang for the buck.

This regional event draws buyers from Washington D.C. to Hartford CT because it brings real value, not just in prices but the opportunity to meet the dealers and "try before you buy."

Make plans to arrive early on Saturday, as people line up as early as 7 a.m. for the best deals. While there will be hundreds of optics on hand, quantities of all items are limited.

The event is ideal for people looking to buy their first pair of binoculars, upgrade to something a bit better, or finally purchase the scope of their dreams. For those who plan to enter the World Series of Birding, taking place statewide on Saturday, May 12, this sale offers the perfect opportunity to upgrade before the big day.

Most items will be brand new, but there will also be discontinued models as well as gently used "Demo," "Loaner," or "Trade-in" optics, with savings of \$1,000 or more on select items.

In addition to New Jersey Audubon's in-house optics experts, representatives from Kowa, Leica, Opticron, Swarovski, Vanguard, and Zeiss will be on hand to display their latest models and answer your questions. Learn more at www.njaudubon.org, featheredgeoptics.org or call New Jersey Audubon at 609-400-3868.

New Jersey Audubon's Cape May Bird Observatory is famous for its long-term migration monitoring work, including the Cape May Hawkwatch, the Avalon Seawatch, the Morning Flight Songbird Count and the Monarch Monitoring Project. Thousands of people participate in the hundreds of walks, programs, and workshops conducted throughout the year.

end