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The symbol of the Press is the Red Kite. This bird, once widespread in Britain, was reduced by 1905 to some five individuals confined to a small area known as "The Desert of Wales" – the upper Tywi valley. Geneticists report that the stock was saved from terminal inbreeding by the arrival of one stray female bird from Germany. After much careful protection, the Red Kite now thrives – in Wales and beyond.

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