



## ***NEWS RELEASE***

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### **Wild Birds Unlimited Eager to Walk a Mile for Its Franchisees**

CITY, STATE/PROVINCE – Employees at the Wild Birds Unlimited Franchise Support Center (FSC) are doing what some franchisors rarely do: work in a franchise owner’s store for one week in order to get a better understanding of owning and operating one of the specialty retailer’s locations.

Normally FSC employees work in an office located in Carmel, Indiana, providing support to the franchise’s nearly 300 locations. As part of the *Walk a Mile* program, FSC employees will travel to stores across the country to observe and participate in the daily operations of a Wild Birds Unlimited Nature Shop.

“We believe this is a wonderful opportunity for our staff to witness the everyday obstacles and successes of our franchise store owners,” said Pat Perkinson, vice president of retail sales for Wild Birds Unlimited. “This in-store experience will only help us provide even better support to our franchise store owners.”

FSC staff members will learn firsthand about everything from the store’s opening and closing procedures to handling the store’s accounting. Each FSC staff member will be required to keep a daily journal of observations and include items that he or she learned during the in-store experience.

“I think it is an invaluable experience for [FSC employees],” said Michele Mcallister, owner of the Everett, Washington Wild Birds Unlimited. “To have them see how a store is run on a daily basis is something that can’t be understood without a program like this.”

Wild Birds Unlimited is part of the original and largest franchise system of backyard birdfeeding and nature specialty stores with almost 300 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with their birdfeeding and nature products, their expert advice and educational events. Visit the Web site to shop online and to learn more about franchising opportunities at [www.wbu.com](http://www.wbu.com).

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