



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wild Birds Unlimited Proud to Sponsor Citizen Science Project

CARMEL, INDIANA – One little chickadee. Two little chickadees. Three little chickadees.... Though it may sound like an episode of *Sesame Street*, it's really part of [the Great Backyard Bird Count](#), an important study sponsored by [Wild Birds Unlimited](#) that helps better define bird ranges, populations, migration pathways and habitat needs.

The Eleventh Annual Great Backyard Bird Count is a joint project between the Cornell Lab of Ornithology and National Audubon Society that takes place February 15 – 18. Anyone can participate, from beginning birdwatchers to experts. Participants count birds at birdfeeders and in backyards, local parks or other locations for a minimum of fifteen minutes per day. Those tallies are then reported online through the BirdSource web site (www.birdsource.org/gbbc).

More than 60,000 people have annually contributed in recent counts, and more are expected to join in this year.

“We are very excited to be a major sponsor of the Great Backyard Bird Count,” said John Schaust, chief naturalist at Wild Birds Unlimited.

The BirdSource web site is a revolutionary partnership between citizens and scientists. It gives participants almost instantaneous feedback through graphics, animated maps and other regularly-updated information.

“You can see which birds other participants across North America have seen with just the click of your mouse,” explained Schaust.

For more information about the Great Backyard Bird Count call or stop by your nearest Wild Birds Unlimited Nature Shop. For store locations, visit www.wbu.com.

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.

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