



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Now Every Tree Is A Bird Feeder.

Carmel, Indiana – More than 20 years ago, Jim Carpenter attempted to create a bird food in his kitchen that would attract Brown Creepers to his yard. The result would become Jim's Birdacious® Bark Butter®, enjoyed by more than 60 species of birds. Bark Butter is eaten by more species of birds than any other bird food on the market and is available exclusively at [Wild Birds Unlimited](http://www.wildbirds.com).

Bark Butter is easily spread on any tree's bark, simply using the back side of a fork. Appealing to seed-, fruit-, nut- and insect-eating birds, it doesn't wash away in the rain and won't melt in direct sun. From nuthatches in the Northwest to Downy and Red-bellied Woodpeckers in the Southeast, Bark Butter has attracted birds in areas across the United States and Canada.

"I had fed peanut butter for years, but felt that adding just a few more ingredients, it would draw an even wider variety of birds," said Carpenter, founder and CEO of Wild Birds Unlimited. "Through the years, I perfected my recipe and now it's available for everyone to enjoy."

Even though Bark Butter makes every tree a bird feeder, Carpenter also created an assortment of feeders so bird feeding stations can also offer this new treat.

If you are concerned about Bark Butter attracting other backyard critters, do not worry. Wild Birds Unlimited has the solution: offer Bark Butter on a feeder hung from a baffled Advanced Pole System®. This allows the birds to fly directly to the feeder while deterring animals such as squirrels and chipmunks.

For more information and to see video of birds eating Bark Butter, visit www.barkbutter.com.

Wild Birds Unlimited is 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 their Web site, shop online and learn about franchising opportunities at www.wbu.com.

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