



NEWS RELEASE

FOR IMMEDIATE RELEASE

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For the Birds Offers Tips and Tricks to Make Backyard Birding Easier

CARMEL, INDIANA---Three bird-loving sisters have joined forces to write the ultimate guide to attracting backyard birds. Available this fall, *For the Birds—A Month-by-Month Guide to Attracting Birds to Your Backyard* will help readers attract a wider variety of birds to their backyard all year long in all regions of the country.

For the Birds is a collaborative effort of three sisters and bird experts, Anne Schmauss, Mary Schmauss and Geni Krolick, and covers the necessary elements for creating a habitat that is inviting to birds: food, water, shelter and a place to raise their young. The book features projects for kids, making it a hobby the entire family can enjoy. There are also journal pages for entering bird sightings and more than 150 photos that can help with bird identifying.

“Customers ask us everyday, ‘How do I attract a greater variety of birds?’” said Anne Schmauss, co-owner of the Santa Fe, NM Wild Birds Unlimited Nature Shop and co-author of the book. “*For the Birds* is like having three bird experts on-call to answer your questions at any moment. We share time-tested tips and tricks that will help you attract the most interesting variety of beautiful birds to your backyard.”

Originally from Illinois, where their interest in backyard birds began, the sisters have honed their backyard birding skills in Minnesota, Missouri and New Mexico. They now live in Albuquerque and Santa Fe where they own and manage Wild Birds Unlimited stores. This is their first book.

“Our family has always shared a passion for nature and birding,” noted Geni, owner of the Wild Birds Unlimited Albuquerque, NM store.

For the Birds is published by Stewart, Tabori & Chang, distributed nationally and is available for purchase at Wild Birds Unlimited. For more information about the book and publicity, visit www.stcbooks.com or call (212) 229-8823.

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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