



NEWS RELEASE

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Celebrate National Bird Feeding Month in February

CARMEL INDIANA –Cupid isn't the only winged object that people need to watch out for this month. In 1993, the United States Congress proclaimed February to be National Bird Feeding Month.

"Backyard bird feeding is enjoyed by over 53 million North Americans," shared John Schaust, Chief Naturalist at Wild Birds Unlimited Nature Shop. "And while February is National Wild Bird Feeding Month, with the right provisions, people can enjoy a wide variety of backyard birds all year long."

[The Great Backyard Bird Count](#), a joint project between the Cornell Lab of Ornithology and the National Audubon Society, also occurs this month. From February 13 – 16, individuals, families, schools and organizations are invited to count birds at bird feeders and in backyards, local parks or other locations. Those tallies are then reported online through the [BirdSource web site](#). This data helps define bird ranges, populations, migration pathways and habitat needs.

"The count is fun, easy and educational. It's also a terrific way for Cornell and Audubon to learn more about the abundance and distribution of bird species," said Schaust.

The average backyard is visited regularly by 15 or more different bird species. People can increase the variety of birds that visit their backyards by providing the appropriate food in the right location.

There are three common backyard bird feeding categories: [ground-feeding, elevated feeding and a combination of both](#). For example, goldfinches prefer to eat Nyjer® (thistle seed) from an elevated tube feeder, whereas doves generally eat millet on the ground.

"Understanding the way certain birds prefer to eat is only one aspect of attracting the birds you enjoy to your backyard," Schaust explained. "Water, shelter and a place to raise their young are the other vital elements in creating an ideal habitat for attracting a greater variety of birds to your backyard."

Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding and nature specialty stores with more than 275 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with bird feeding and nature products, expert advice and educational events. Visit our Web site, and shop online at www.wbu.com.

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