



## ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

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### **Help Science by Counting Birds**

Carmel, Indiana – This weekend marks the beginning of [Project FeederWatch](#). A citizen science project, operated by The Cornell Lab of Ornithology and Bird Studies Canada, that allows individuals and families to assist in the study of birds and conservation.

Started in 1987, Project FeederWatch surveys the birds visiting backyard feeders in the United States and Canada November 14, 2009 through April 9, 2010. The collected information helps ornithologists track changes in the population and distribution of bird species that use feeders during winter.

Project FeederWatch participants must follow a developed program, watching birds once every two weeks for the duration of the survey. Participants must count the kinds and number of birds at their feeders and record the information on data forms. This information must then be [submitted online](#) or mailed back for analysis in the spring.

More information about participating in Project FeederWatch is available at Wild Birds Unlimited. For the \$15.00 enrollment fee, participants may receive the Project FeederWatch newsletter, *PFWNews-L*, with the latest FeederWatch results and more. A full color poster of common feeder birds and a bird calendar are also provided to those who sign up.

Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding and nature specialty stores with more than 250 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](http://www.wbu.com)

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