



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Celebrate Earth Day in Your Backyard

Carmel, Indiana - Thursday, April 22 marks the 40th anniversary of [Earth Day](#), a global event that encourages people to conserve resources and preserve natural habitats. Though people around the world will partake in various festivals, community projects and other environmentally-friendly ventures, you could choose to stay close to home and create a habitat for birds and other wildlife in your backyard.

The average backyard may be visited by 15 to 20 different [bird species](#). However, a bird-friendly yard can attract 60 or more different species. To attract the greatest number of bird species, a habitat must provide at least one of each of these elements: food, water, shelter and a place to raise their young.

“It’s the perfect time to attract birds,” said John Schaust, Chief Naturalist at Wild Birds Unlimited. “Many birds have returned from their fall and winter homes, and they’re looking for places to feed, court and nest. It’s an opportunity to see a lot of interesting and colorful birds.”

Offering food can be as simple as hanging a [bird feeder](#) in a tree or as ambitious as planting native, fruit-bearing bushes or shrubs. Providing a fresh supply of water with a [bird bath](#) will also increase the variety of bird visitors. Birds use water for more than just drinking; they also use it for bathing and preening their feathers. Clean feathers are important for birds’ health and optimum flying ability.

Landscaping for the ideal wildlife habitat should include plants ranging in size and density from small evergreen shrubs to tall, full-grown trees. The same plants that provide food and shelter can also provide safe areas for many species of wildlife to build nests and raise their families.

“We encourage everyone to stop in and visit your [local Wild Birds Unlimited](#) and talk to our Certified Birdfeeding Specialist,” said Schaust. “They can help you get started on creating a bird-friendly habitat in your backyard today.”

Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding and nature specialty stores with more than 270 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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