



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wild Birds Unlimited Wraps up 25th Annual Meeting

Carmel, Indiana – Wild Birds Unlimited franchise store owners just wrapped up their 25th Annual Meeting in downtown Indianapolis. During the meeting, several franchise store owners were recognized for their contributions as a recipient of the Friend to the Environment Award and Franchisee of the Year.

Christie and Marc Lassen, owners of the [Gardiner, Washington Wild Birds Unlimited](#) store since 2002, received the 2010 Friend of the Environment Award for their efforts that have benefited their local community and environment.

The garden landscape around the Gardiner store is certified as a backyard wildlife habitat by both the Washington Department of Fish and Wildlife and the National Wildlife Federation. Christie and Marc have also entered into a native tree planting and timber plan agreement with Washington Department of Natural Resources for the 8.5 acres of land around their home.

The Northwest Raptor Center (NWRC) is one of the Lassens' main community partners. They collect donations everyday at the store for gift wrapping and encourage customers to place their spare change into the donation bucket.

“Christie and Marc have been major supporters of the NWRC,” said Gary and Jaye Moore, the Directors of the Northwest Raptor Center. “They donate numerous items for our private fund-raiser and also organize a large fund-raiser for us at their store each year. Their support allows us to care for the local wildlife and return them back to the wild, as well as educating the public along the way.”

Ellen and Stacy Davis, owners of the [Medway, Massachusetts Wild Birds Unlimited](#) store since 1996, received this year's Franchise Honor Award for consistently following the Wild Birds Unlimited system and contributing to the growth and improvement of Wild Birds Unlimited through time, energy, enthusiasm, creativity and sharing with others in the system.

The Medway store owners coordinate product orders with other area Wild Birds Unlimited stores so each store saves more on freight and discounts. Ellen and Stacy have also organized group marketing efforts. The Davis family has worked in and provided staff to another Wild Birds Unlimited store when the owners had a personal emergency. Last year, Ellen helped the owners of another nearby store merchandise their new location after a move so they could re-open on time.

The Medway store has tested a number of new Wild Birds Unlimited initiatives, including the Daily Savings Club program and the Walk-a- Mile Program (hosting a Wild Birds Unlimited Franchise Support Center staff member to work in their store for a week). Ellen and Stacy have attended every annual meeting since they purchased their store. Ellen was a member of the Franchise Advisory Council for three years and was recently elected again as Northeast representative.

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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