



## ***NEWS RELEASE***

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### **Wild Birds Unlimited Celebrates 30 Years of Bringing People and Nature Together**

Carmel, Indiana - Thirty years ago, very few retailers specialized in providing supplies and information for attracting and feeding backyard birds. So on January 28, 1981, Jim Carpenter, an unemployed nature enthusiast, combined his retail experience with his passion for backyard bird feeding to open the first Wild Birds Unlimited store in Indianapolis, Indiana. There are now more than 270 locally-owned and operated Wild Birds Unlimited stores throughout North America, each dedicated to bringing people and nature together.

“Everyone questioned my idea,” said Carpenter, founder, president and CEO of Wild Birds Unlimited. “And though I didn’t realize the full-potential of the business at the time, I saw a niche for a hobby store and a great way to be my own boss and do something I loved.”

Thirty years of knowledge gained from customers has helped Wild Birds Unlimited products be the highest-quality bird feeding supplies on the market. The Classic hopper feeder, designed by Jim Carpenter and the inspiration behind the Wild Birds Unlimited logo, was and still is a design innovation because its curved ends and perching platform combine for easy viewing with self-cleaning.

“Bird feeding is an easy, inexpensive hobby that everyone can enjoy in their own yard,” added Carpenter. “Our goal is, and always has been, to provide the best possible products with the best local advice to help people attract the kind of birds they want to their yard.”

With each store locally-owned and operated, the success of Wild Birds Unlimited is due in large part to the passion and achievements of its franchise store owners. In 2010 Wild Birds Unlimited ranked 18th in *Franchise Business Review’s* Franchise 50 Franchisee Satisfaction Award.

“We pride ourselves on taking care of our franchisees,” noted Carpenter. “Our best accomplishment as a franchisor is knowing our franchisees are happy with the level of support they receive.”

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, shop online and learn how you can open your own Wild Birds Unlimited nature shop at [www.wbu.com](http://www.wbu.com).

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