

Celebrating 30 Years of Bringing People and Nature Together



## 30 Years of Bird Feeders, Food and Fun

In 1981, Jim Carpenter combined his retail experience with his avid enjoyment of nature and backyard bird feeding to open the first Wild Birds Unlimited store in Indianapolis, Indiana.

This unique store, one of the few in North America at the time, specialized in providing people with the necessary supplies and information for attracting and feeding the birds in their backyards.

In 1983 Jim, along with a partner, started selling franchises. Now there are more than 270 Wild Birds Unlimited stores located throughout the United States and Canada.

Each store is locally owned and operated and is dedicated to helping people turn their yards into bird feeding habitats that not only bring song, color and life, but also benefit wild birds and the environment.

30 years of knowledge gained from our customers helps our products be the highest quality bird feeding supplies in the market.

We believe our store is here to help you better enjoy this wonderful hobby of attracting birds. Our goal is to provide you

the best possible experience with your hobby, the best local advice, and with feeding stations designed for your unique backyard.

We're excited to celebrate the 30th anniversary of the opening of the first Wild Birds Unlimited store. We hope you'll join us this month and throughout the year as we celebrate this historic milestone with special events and promotions.

For more information about our 30 years of bringing people and nature together, go to [www.wbu.com](http://www.wbu.com).

Thank you for your continued support of our store, wild birds and nature. As always, we're here to help bring you, your family, and nature together.

**Ben & Renee Roush, Store Owners**  
[www.wbafortwayne.com](http://www.wbafortwayne.com)

### FREE Seed Sample & Color Feeder Bird Identification Poster!

Offer good while supplies last. See back for more details.

Jim Carpenter and the first Wild Birds Unlimited store.



Northcrest Shopping Ctr  
Fort Wayne, IN 46805  
(260) 484-3000

### Visit Wild Birds Unlimited Today.

Northcrest Shopping Ctr  
Fort Wayne, IN 46805  
(260) 484-3000

**NEW Store Hours**  
Mon-Fri: 10am-7pm  
Sat: 9am-7pm  
Sun: noon-5pm

Visit our New Website  
[www.wbafortwayne.com](http://www.wbafortwayne.com)  
SHOP ONLINE!

### 30th Anniversary Special! FREE Seed Sample & Bird ID Poster\*

\*January 28th marks the 30th Anniversary of the opening of the first Wild Birds Unlimited store. To celebrate, we're giving 2 lbs. of seed and a bird identification poster FREE to every customer! Visit us soon and join the celebration. While supplies last, only at the WBU location above.



# 4 Combos for \$30 Each

To Celebrate WBU's 30th Anniversary,  
We're Offering You Some Great Deals!



#### Seed Cylinder & Feeder Combo

A unique feeder for unique food. This combo comes with our popular Seed Cylinder Feeder and one Supreme Fare Seed Cylinder.

**REGULARLY \$36.98 NOW \$30.00**



#### Jim's Birdacious Combo

Have more birds and more fun in less space. This combo includes Jim's Birdacious® TreatTray™ and four Treats - BugBerry™ Nuggets, Nutty For Nuts™ Blend, BugBerry Blend and Bark Butter® Plugs.

**REGULARLY \$38.95 NOW \$30.00**



#### Quick-Clean Seed Tube Feeder Combo

Our Quick-Clean® Feeders are very easy to clean. This combo includes our Quick-Clean Medium Seed Tube Feeder and 5 lbs. of Choice Blend.

**REGULARLY \$49.97 NOW \$30.00**



#### EcoClean Finch Feeder Combo

Attract more finches to your backyard. This combo includes an EcoClean™ Small Finch Feeder with antimicrobial product protection and 5 lbs. of Nyjer® (thistle).

**REGULARLY \$45.94 NOW \$30.00**





## How To Help Your Birds During Winter



There are many ways to offer suet and other high-fat foods.

You can help your birds stay warm by offering foods that have a lot of fat and protein.

### High-fat Foods for Feeder Birds

- Offer suet, Jim's Birdacious® Treats and blends with nuts to help birds, such as woodpeckers, chickadees, nuthatches, titmice, wrens and others, maintain their high metabolic rate.
- Suet is a no-mess, high-fat food that attracts nut- and insect-eating birds.
- Jim's Birdacious Treats, like Bark Butter® and Nutty for Nuts™, are full of essential fat, protein, fruit and more.



WBU EcoClean™ Finch Feeder

### Nyjer® (thistle) for Finches

- Nyjer is 50% fat and protein, and it's a favorite of goldfinches, Pine Siskin and Purple and House Finches.
- Nyjer has a thin shell that small-billed birds can easily open - saving them time and energy as they eat their food.
- Specially designed to hold small seeds and accommodate small-billed birds, our EcoClean™ Finch Feeders are the best feeders for offering Nyjer. They contain antimicrobial product protection, and their Quick-Clean® removable base makes them easy to clean.



WBU EcoTough® Covered Ground Tray

### Seed Blends for Ground-feeding Birds

- Our Deluxe Blend is loaded with sunflower and safflower seeds and millet, a seed that is especially good for attracting ground-feeding birds, such as native sparrows, juncos, towhees, quail and doves.
- Offer Deluxe Blend in a ground feeder like our EcoTough® Covered Ground Tray.

(Nyjer® is a registered trademark of the Wild Bird Feeding Industry.)

# Celebrating 30 Years!

Est. 1981

## Featured Seed Coupon



## SAVE \$5.00

### WBU Winter Blend for Wintertime Feeding!

Our exclusive WBU Winter Blend is a high energy blend of sunflower, peanuts, millet, suet nuggets, and dried cranberries. Chickadees, titmice, nuthatches, woodpeckers and jays will love the peanuts and suet nuggets at the feeder, while cardinals, juncos and sparrows will enjoy the millet and sunflower that falls to the ground. Dried cranberries may attract house finches, winter bluebirds and robins. Last year our customers raved about all the great birds WBU Winter Blend attracted.

Coupon expires 1/31/2011. No Limit on # of bags purchased. NOT valid with other discounts or offers.

20 lb. bags only \$22.99 with **COUPON**

## Feeders, Food, and Fewer Refilling Trips



### Ranchette Retreat Feeder

High capacity feeders need to be refilled less often, resulting in fewer trips outside during winter. Available in EcoTough® recycled plastic or durable cedar, our Ranchette Retreat is a large capacity feeder that has something for all birds' tastes. It can hold a lot of seed and the two side cages each hold a suet cake.

**Cedar: \$79.99 EcoTough: \$121.99**



### Extra Large Quick-Clean Seed Tube Feeder

Bigger feeders mean fewer refilling trips outdoors when it's cold and/or snowing. Capable of holding 3½ qts. of seed, our Extra Large Quick-Clean® Seed Tube Feeder is one of the largest and easiest to clean feeders on the market. It comes with a lifetime guarantee that includes raccoon and squirrel damage. We also offer a variety of accessories including trays and weather guards.

**\$87.99**



### WBU Peanut Wreath Feeder

Our Peanut Wreath Feeder is perfect for the winter season and great for attracting peanut loving birds, such as jays and woodpeckers. The wreath is durable, yet it remains flexible so birds can pull out the whole peanuts. This versatile feeder is also great for offering suet balls or nesting material in the spring.

**\$15.99**

This year marks the 30th anniversary of the opening of the **first** Wild Birds Unlimited store.

# Winter Sale!

## Save 25% to 60%

Save on select bird feeders, bird houses, bird baths and more! Sale ends 01/31.

## January Nature Happenings

- Jan. 1 - 31: Project FeederWatch continues
- Jan. 3 - 4: Quadrantid Meteor Shower - See up to 60 falling meteors per hour!
- Jan. 4: New Moon, Jan. 19: Full Moon
- Jan. 11: Aldo Leopold's (Father of Wildlife Conservation) birthday
- An increasing number of Bald Eagles can be seen on small lakes and rivers.
- Snowy Owls may visit barren corn and bean fields for winter feeding grounds.
- Cardinals flocking; they're usually the first and last birds to be seen at feeders.
- Skunk Cabbage is the first flower of the year to bloom.
- During late January or early February, Great Horned Owls will be sitting on their eggs.
- Late in the month, as days lengthen, Tufted Titmice and cardinals begin to sing.
- Start planning your butterfly and bird gardens this month.
- Now through late March is a difficult time for birds; providing food and an open source of water is important.

For more educational information, check out our Educational Resources at [www.wbu.com/edu](http://www.wbu.com/edu)

For fun activities for kids, visit our Pathways to Nature for Kids site: [www.pathwaysforkids.com](http://www.pathwaysforkids.com)

## Buy One Nutty for Nuts; Get One FREE\*



### Jim's Birdacious Nutty for Nuts

Jim's Birdacious® Nutty for Nuts™ is a high protein, high fat Treat that is loaded with peanuts, almonds, walnuts, cashews and Brazil Nuts.

Now thru 01/23, buy a Nutty for Nuts; get one FREE!

**16 oz. Tub: \$4.99**

**12 oz. Stackable: \$4.49**