

# **PRESS RELEASE**

## **FOR IMMEDIATE RELEASE:**

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**RESEARCH  
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## **Birding enthusiasts flock to join new scientific study**

*Sioux Falls, SD* - Backyard birdwatchers are enthusiastically enrolling in *PROJECT WILDBIRD*, a three year, one million dollar study into the feed and feeder preferences of wild birds.

Schools, birding organizations, youth and adult organizations, nature centers, parks, retirement facilities and individuals are encouraged to participate in the study. "Initially, the experimental phase will focus on the District of Columbia and the states of Connecticut, New Jersey, Delaware, Virginia, and West Virginia. There is no charge to participate in *PROJECT WILDBIRD*, so it's an ideal project for school groups, organizations and individuals," stated George Petrides, Sr., of Wild Bird Centers of America and Project Leader of the study.

The question of which feed and feeder attracts more birds is the focus of *PROJECT WILDBIRD*, a two-phase scientific study consisting of both observational and experimental research. The observational phase began in September of 2005, and the experimental approach was launched in December 2005.

"The experimental phase is a more detailed approach to the question of preferences," Dr. David J. Horn, Ph.D, Assistant Professor of Biology at Millikin University and Principal Investigator for the study said. "In the observational phase, we're asking birdwatchers to document which birds they see feeding at their feeders. In the experimental phase we will provide the feed and feeders, and implement control factors."

Although the experimental phase is focused on Mid-Atlantic states at this time, additional geographical regions will be added until all regions of North America have been incorporated. "We certainly encourage any organization or individual who wants to participate to join us as an experimental observer in this, our first, region." Dick Hebert, President of the WBFI Research Foundation said.

Asked why the WBFI Research Foundation established this study, Hebert commented, "consumers want to know which feed and feeders wild birds prefer. *PROJECT WILDBIRD* will help them purchase products proven to reduce waste, attract more birds, and increase the pleasure of their bird feeding experience."

There is still time to enroll in experimental phase of the study, and it's as easy as logging on to the website at [www.projectwildbird.org/exp](http://www.projectwildbird.org/exp).



\*Photos to accompany this release are available at the PROJECT WILDBIRD website at [www.projectwildbird.org](http://www.projectwildbird.org) by clicking on "Press Releases" and downloaded photos from the release named "ProjectWildBirdPR0206"

\*\*Photos by Helen Ellis of Backyard Boutique Original Photography, Gainesville VA

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