

FOR IMMEDIATE RELEASE

Wanted: Your Views on Wild Bird Feeding!

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Do you feed wild birds? Your help is needed with Project Wildbird!

Project Wildbird is a landmark \$1 million study of feed and feeder preferences of wild birds in the United States and Canada. Project Wildbird, which began September 2005 and continues through December 2008, is funded by the Wild Bird Feeding Industry (WBFI) Research Foundation. Dr. David Horn, Assistant Professor of Biology at Millikin University, coordinates Project Wildbird and is assisted by Stacey Shonkwiler, a 2008 Millikin University graduate.

Horn invites everyone who feeds wild birds in the United States and Canada to participate in the study by completing an online survey of their backyard bird feeding experiences (www.projectwildbird.org). "Project Wildbird is ideal for individuals of all ages with a passion for wild birds" said Horn. "The questionnaire asks people about why they feed wild birds, the challenges they face, and what will make the bird feeding experience better for them."

Horn's ultimate research goal is to provide recommendations for seeds and feeders by geographic region and season of the year. The data collected will be used to make recommendations about what feed and feeder combinations are attractive to the species of birds one wants in their yard. "Wild bird feeding is the second most popular hobby behind gardening" Horn said. "While the public's interest in this hobby is substantial, the amount of scientific research that has been conducted on bird feeding lags far behind."

According to a 2006 survey of the U.S. Fish and Wildlife Service, over 55 million people feed wild birds around their homes and spend more than 4 billion dollars on feed, feeders, houses and baths. "By tallying the surveys completed from across the US and Canada, we will have a better understanding of how the wild bird feeding experience can be enhanced. This will lead to greater enjoyment by the general public for feeding their feathered friends" said Horn. According to Horn, the survey, which is available at www.projectwildbird.org, takes approximately 15 minutes to complete.

Project Wildbird is funded by companies within the wild bird feeding industry. "The WBFI Research Foundation was established by the WBFI to confirm its expertise in the wild bird feeding hobby" said Reggie Vanden Bosch, WBFI Past President. "This will be the first of many projects the Foundation will support to learn more about attracting wild birds to the backyard" Vanden Bosch said.

For more information call 1-866-WILDBIRD or visit [ww.projectwildbird.org](http://www.projectwildbird.org)