

Celebrating 30 Years of
Bringing People and Nature Together

Fresh
**BIRD FOOD
SALE**





Wild Birds Unlimited®
Nature Shop

1-2-3, How Many Birds Do You See?

Get ready to have some fun, count some birds and make a difference, because the 14th annual Great Backyard Bird Count (GBBC) takes place February 18 through February 21.

Bird populations are dynamic; they are constantly in flux. No single scientist or team of scientists could hope to document the complex distribution and movements of so many species in such a short time. The GBBC is a chance for bird feeding enthusiasts like you to help scientists, and ultimately, help your birds.

Wild Birds Unlimited is a major sponsor of this joint project between the Cornell Lab of Ornithology, Bird Studies Canada and the National Audubon Society. There were more than 97,000 GBBC participants in 2010, and more are expected this year.

Anyone can participate. Simply watch and count birds in your yard, a nearby park, or maybe at a school. Then report what you saw by entering your bird list online at www.birdsource.org/gbbc.

GBBC data are used to alert scientists to particular species or questions that may require more detailed follow-up studies.

Your efforts help answer many questions:

- How will this winter's weather influence bird populations?
- Where are winter finches and other "irruptive" species that appear in large numbers during some years?
- How will the timing of birds' migrations compare with past years?
- Are any birds undergoing worrisome declines that point to the need for conservation attention?

Visit us this month. We'll make sure you have everything you need to help make this Great Backyard Bird Count the best one yet. It's our 30th Anniversary Bird Food Sale, so stock up on the food you'll need to attract more birds to your yard.

Mike & Cecil Williams & Staff
www.pleasanthill.wbu.com

Great Backyard Bird Count

February 18 - 21
www.birdsource.org

Celebrating 30 Years!

Est. 1981

Introducing Choice Plus Blend



Attract more birds to your yard with our Choice Plus Blend. It's a combination of sunflower seeds, nuts, suet dough, cranberries and added calcium, an important ingredient during spring nesting season. Offer Choice Plus Blend in a hopper or seed tube feeder or in our Dinner Bell™ feeder.

SALE Price \$35.19
DSC Price \$33.43

Winter Bird Feeding Essentials



EcoClean Finch Feeders

Designed to hold Nyjer® (thistle), a finch favorite, our EcoClean™ Finch Feeders have antimicrobial product protection built into the tube, all black powder coated metal components, a seed diverter and perch covers. These feeders have a Quick-Clean® removable bottom for easy cleaning and a lifetime guarantee that includes squirrel damage.

from \$36.99



EcoTough Tail Prop Suet Feeder

Made from eight recycled milk jugs, the EcoTough® Tail Prop Suet Feeder lets birds eat in a natural way. The paddle simulates a tree trunk and offers birds a place to prop their tail while they feed. This feeder holds one suet cake, is easy to fill and hangs anywhere. It won't crack, fade or rot and has a lifetime guarantee.

\$26.99

Jim's Birdacious Treats

Attract woodpeckers, titmice, chickadees, nuthatches and others with our Birdacious Treats. They are loaded with the fat and calories birds need during winter. Treats are also available in Bugberry Blend, Bugberry Nuggets, Nutty for Nuts and Stackables.



ALL Birdacious Treats ON SALE

Fun Stuff at WBU

Please RSVP to 925-798-0303 for each event.



Sat., Feb 5 Meet a Northern Hawk Owl

From 11-3, Native Bird Connections will present an on-going educational program about Northern Hawk Owls. Learn about this diurnal Owl and how it survives in the wild. This non-releasable bird just recently came under the care of Native Bird Connections. Come enjoy and appreciate this very unusual bird.



Newt & Bird Walk to Brionnes Park

Sat. Feb. 5

Nature Walk by Mt. Diablo Audubon Society. We will be looking for wintering birds and newts. A newt is an amphibian of the salamander family. Leaves WBU at 8 am. RSVP (925) 798-0303 \$2.00 donation for Mt. Diablo Audubon Society

Sat., Feb. 12: 10 am FREE Workshop Inviting Spring Birds to Your Garden



Bark Butter, suet pellets, seed cylinders, Stackables, Birdacious Treats, peanuts, mealworms...so many possibilities...so much fun! In this workshop, learn how you can identify our birds of Spring. Attract a

wider variety of birds to your garden's feeding station by adding different foods and feeders. Demystify the options! Learn tips on the correct placement of your feeders, maximizing your ability to attract birds to the habitat. **FREE** feeder for each household present. RSVP (925) 798-0303

Feb 26: 10 am Free Workshop Start a Wildlife Garden!

Join WBU's Plant Lady, Yvonne Breukers, for a delightful morning. Learn more about how to plant a successful wildlife garden. Find out which plants are irresistible to the birds, butterflies, and beneficial insects. Class is appropriate to all gardening skill levels. WBU's 2011 plant cart also debuts on the 26th. Fun! RSVP (925) 798-0303



Bird Name Jumble

Can you unscramble this to make the name of a native bird (3 words)?

CLBDDDKYAAWIRLBLEEEOH

Bring in your answer to receive a free birdseed gift!



Visit Our Website at
www.wbupleasanthill.com
NEW INTERNET STORE
Store Coupons Bird Puzzles
Educational Material and More

Spring In California?

It's not officially here yet, but the birds and other critters don't know that! Hummingbirds have already had their first clutch. Chickadees and Titmice start courtship and nesting in February. So it's time to prepare your wildlife kingdom for Spring. We have reprinted last year's article by WBU's expert Yvonne to help you prepare. Yvonne will also put on a workshop on Planting a Wildlife Garden. Cecil Williams will have a workshop on Birds of Spring—How to Attract and Feed Them.

Get Ready for Spring! by Yvonne Breukers

Although Spring isn't here yet, there are a number of things we can do to prepare for it's arrival. By going through the motions, we can sooth our souls imagining what our gardens will look like a few months from now and reap the final rewards along with the Birds, Bees and Butterflies!

Speaking of butterflies, one of the best things you can do to attract Monarch Butterflies is to plant native milkweed. Directly or indirectly, milkweed also nurtures bees, birds, beetles and other insects. Now is the time to purchase and prepare milkweed seeds for planting by stratifying them. Our order of California Native Milkweed Seeds will be in the store soon.

Sounds complicated, but it isn't. Simply take your seeds, put them in a plastic sandwich bag with ¼ cup horticultural sand and ¼ teaspoon hot water, swoosh around to mix, seal the bag and place it in the refrigerator. After 6 weeks, if no more frost is expected, they are ready to be planted. Since most native milkweeds are perennial, once they are established that first year, they will sprout on their own after that.

Other seeds you can start to entice butterflies (and you) into your garden: Parsley, Lovage, Oregano, Thyme, Lavender, Marjoram, Coneflowers (Echinacea), Borage, Hops, Sweet Violet, Nasturtium, Sage, Mints, Rosemary.....too many to mention. I can almost sense the gentle wind, the warmth of the sun and the wonderful smells wafting in from y(our) gardens.

Feb 26: 10 am FREE Workshop Start a Wildlife Garden!
(more information on "Fun Stuff at WBU" page)

Nesting Time is Starting in California



In February both Chickadees and Titmice start their courtship and nesting. Listen for their songs in your backyards and watch the males chasing the females everywhere. Bluebirds are already checking out the houses, looking for a suitable home.

All of these birds and many others will readily use premade houses. Woodpeckers, Wrens, Swallows, Flycatchers and more are attracted to these houses.



Mike's Ramblings

This year I decided to do a Year List of Birds that I see throughout the year. I greatly enjoy bird watching because I like watching and studying the birds. Some people just put a check mark by the name of the bird. To me that's not very interesting. It should be fun to see how big the list will be at year end. 200? Maybe so!

We just returned from Arizona where I was able to add many birds. The list now stands at 77 species. The last 2 species on the list are Red-naped Sapsucker and Scaled Quail.

We went to a large wildlife refuge in Arizona and saw over 1000 Sandhill Cranes! Were they noisy!

If you keep track of all the birds you see in your backyard, you will be surprised to see how long the list is at the end of the year.

Last week we learned that we were again the largest store in our industry for 2010. (See below). It is an incredible honor both to us, our staff and to you. We have met so many interesting people since we opened in 1991 and it is a lot of fun bringing people and nature together!

Congratulations to You & Thanks!

Yes, to you, because you have made us the largest bird feeding and bird watching store in the U.S. for the 10th consecutive year. If it wasn't for you, we would not be Number 1 again.

We thank you and so do your birds. Mike, Cecil & Staff



Warm Up to Spring

The hottest holiday gift item at WBU was our colorful Sol Mate socks. They warmed your hearts as well as your soles! Winter is still here and Spring can be chilly so we replenished our Sol Mate display and we have added their cozy and cheery hats as well. Check them out! They make great Valentine gifts.



A Wow For Your Garden — Florida Dancing Birds

These 'dancing' birds are truly unique and one-of-a-kind. They are made by Jennifer and Anna (Mom and daughter) who call them "Florida Dancing Birds" because the 25" bird dips up and down and swivels around on a 36" galvanized/rust-proof rod in the slightest of breezes. They are durable and specifically made to be enjoyed outside. They look perfect with any garden, deck or yard. Snowy Egrets, Flamingos, Great Blue Herons and Sandhill Cranes are your choices. Check them out in WBU's Garden. from \$43.99



15% OFF COUPON ONE NON-FOOD ITEM*

*Coupon expires 2/21/11. Excludes all food products, sale items, optics, gifts cards, Daily Savings Club Membership, and selected items. Cannot be combined with other offers or discounts.

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

Hanging Tray Half Price at \$7.50



With purchase of 2 Birdacious Treats

This Tray is easy to fill and hang. Add Birdacious Treats and watch the birds come! Woodpeckers, Chickadees and Titmice love these Treats. This feeder can also be used to offer suet, Stackables, fruit, suet nuggets or nesting material.

*** Now thru 2/21, buy any 2 Birdacious Treats and pay only \$7.50 for tray feeder. (while supplies last). Regularly \$14.99**

February Nature Happenings

- Great Backyard Bird Count, Feb. 18 - 21: www.birdsource.org/gbbc
- Visit the store with your online submission to the GBBC and receive 2 lbs. of FREE bird seed.
- Feb. 1 - 28: Project FeederWatch continues
- Feb. 2: Groundhog Day
- Feb. 2: New Moon, Feb. 18: Full Moon
- February is National Bird Feeding Month
- Indian Paintbrush, Giant Coreopsis and Iris start blooming early this month.
- Queen bees emerge from over-wintering underground and search for this year's new nest sites.
- Watch for hawks carrying sticks to refurbish an old nesting site.
- Look for conical-shaped balls of twigs and dead leaves in the canopy of oak and bay trees - these are the new nests of Western Gray Squirrels.
- Tree and Violet-green Swallows return this month.
- Look for hummingbirds visiting the cream-colored flowers of the California Bay Laurel Tree.
- Saucer Magnolia and Purple Leaf Flowering Plum bloom this month.
- Sandhill Cranes are migrating north.
- Peak of American Goldfinch population.

**Don't Forget:
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Visit Wild Birds Unlimited Today.

Visit us at
www.pleasanthill.wbu.com

Store Hours
Mon-Fri. 10am-6pm
Sat. 9:30am-5pm
Sun. 11am-5pm

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Pleasant Hill CA 94523
(925) 798-0303
wbuphca@sbcglobal.net

30th Anniversary Special! Bird Food Sale, Now thru 2/21!*

*2011 is the 30th Anniversary year of the opening of the first Wild Birds Unlimited store. Celebrate with us during our 30th Anniversary Bird Food Sale, when ALL bird food is on sale! Visit us soon and enjoy the celebration. Now thru 2/21/11.



BIRD FOOD SALE

Now thru 2/21/2011,
ALL Bird Food is ON SALE!



Seeds & WBU Seed Blends

Our seed blends are regionally selected for the preferences of our local birds. No cereal fillers, just fresh seed birds love.

ALL ON SALE!



WBU Suet

We offer a variety of top-quality suet flavors to help you attract a wider variety of birds.

ALL ON SALE



WBU Bird Food Cylinders

Long-lasting and easy to use, our Bird Food Cylinders are unique foods that will help you attract a variety of birds.

ALL ON SALE!



Jim's Birdacious Treats

We have an assortment of Treats that birds enjoy. Offer Treats when you are actually home and have time to watch your birds.

ALL ON SALE!

To learn more about our new and improved seed blends and bird food sale prices, visit us at: www.wbu.com/city

ALSO ON SALE

When you spend \$xx during our Bird Food Sale. See inside for details.

Save More with the DSC!

Daily Savings Club® members get an extra 5% off Bird Food Sale prices.