



FOR IMMEDIATE RELEASE

Express Your Bird Love:

New Design-A-Feeder Lets Birders Customize Their Own Seed Feeder

September 20, 2012, YORK, PA – With over 1,000 species of birds in the United States, why have a bird feeder that’s one-size-fits-all? To offer a fun alternative, Perky-Pet® is introducing a new Design-A-Feeder that lets customers mix and match components to create the feeder they want. Great for families to design together, the Design-A-Feeder lets birders create a one-of-a-kind feeder for themselves—or an ideal “made it myself” gift. The September introduction makes this new product perfect for holiday giving.

With the growing interest in birding—60 million Americans are interested in this hobby—more and more budding birders are looking for ways to enjoy watching their feathered friends. Perky-Pet’s new seeder Design-A-Feeder lets birders attract more than one kind of bird with its patented 2-in-1 port that holds two kinds of bird seed. Several or all of the ports can simply be turned at any time to serve either mixed or thistle seed.

When Perky-Pet introduced its first Design-A-Feeder in 2011, a customizable hummingbird feeder, it quickly gained popularity. The newest design-able feeder brings the same variety and fun to seed feeders. By combining high-quality components, customers can watch their unique feeder come to life. They can create their own special feeder online by choosing:

- the type of tray—select an antique copper, black or green base
- the lid design—choose the color and shape
- the tube size—pick larger or smaller tubes
- how seeds are distributed—design the feeder with the number of desired “ports” where birds can access seeds
- the kind of perch desired—choose from various options

The Design-A-Feeder offers two tube sizes, 15" and 23". The 23" tube can accommodate 6 feeding ports and hold up to 1.8 lbs. of seed. All caps and ports are made from heavy-duty die-cast zinc; the Perky-Pet® logo is embossed on the top of the caps. The finished product looks attractive and professional and blends in well with backyard environments.

Great for Gift Giving

With the holidays coming up, it's a great time for people to design their own bird feeders as gifts—without the hassle of wrapping and shipping. They are unique, because they can be custom-designed for a particular person. What's also great about Design-A-Feeders is that they can be given as a completed bird feeder, created with a specific person's tastes in mind. Alternatively, a gift certificate can be mailed, announcing the opportunity for the recipient to design his or her own feeder. There is nothing on the market today that offers this opportunity except Perky Pet's Design-A-Feeder.

Stimulating Creativity

Whether Design-A-Feeders are given as a customized gift or as a gift certificate, allowing friends and family to design their own feeders, they stimulate creativity. They're also a great way to help children develop an interest in birding and express their imagination. Adults and children alike will love making choices and watching their seed feeder take shape online as they select different options. Most exciting, they will be designing a one-of-a-kind bird feeder that can't be purchased anywhere. These feeders can be kept and treasured or given away as gifts. They're the ultimate Christmas gift for birding relatives...designed by the giver or the recipient!

The new seeder Design-A-Feeders will be available to consumers beginning on September 20, 2012, exclusively online at www.birdfeeders.com. Design-A-Feeders for hummingbirds, introduced in 2011, can also be created and ordered on this site.

To learn more about the Perky-Pet® Design-A-Feeder, or to purchase one, visit www.birdfeeders.com/design-a-feeder.

About Perky-Pet®

Perky-Pet® brand is a trusted name to bird lovers, with high-quality, functional feeders that address the demands of both bird hobbyists and enthusiasts alike. A good resource for just about every wild bird need is right at your fingertips. Visit the Perky-Pet® website, www.birdfeeders.com, to learn more about bird watching, bird feeding tips and tools, and ways to attract birds. Perky-Pet® is a registered trademark of Woodstream Corporation (www.woodstream.com), a long-standing, privately held company and leading manufacturer of quality-branded rodent control products, caring control products for pets and wildlife, natural solutions for lawns and gardens, and wild bird feeding products.

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