



FOR IMMEDIATE RELEASE

INTRODUCING NEW LINE OF ADVANCED WILD BIRD FOOD

Audubon Park Songbird Selections® NutriThrive® is an innovative vitamin and mineral enhanced line of wild bird food created to meet the changing needs of everyone's favorite backyard birds

SEATTLE, WA – July 28, 2015 – Wild birds need our help more than ever. This is why leading made-in-the-USA wild bird food maker Global Harvest Foods, Ltd. Is excited to announce an advanced new line to meet songbirds' unique and changing nutritional demands.

The new Audubon Park Songbird Selections NutriThrive is made using wild songbirds' favorite seeds that are topped with an oil-based nutrient-rich coating to provide the vitamins, minerals and essential fatty acids they need, but have become scarce in our natural world. With no filler seeds, it is the most nutritionally advanced wild bird food on the market.

"The challenges all wild birds face today from climate change and human development have us and our customers very worried for our beloved songbirds, from the chickadees and finches to the orioles and cardinals," says Ed Mills, co-founder and principal of Global Harvest Foods. "That's why we're so excited to introduce Songbirds Selections NutriThrive to our Audubon Park brand to help bring the health of our favorite backyard birds back to thriving status."

Birds respond to quality. The premium nutrient-packed seeds in the Songbird Selections line will attract more songbirds to feeders and have a significant impact on the overall health of our wildlife as a result.

“In my research, I’ve found that feeding backyard birds has a positive impact on many species,” says John Marzluff, ornithologist and author of the book, *Welcome to Subirdia*.

Marzluff advises that feeding backyard birds and taking simple steps to make your yard more bird friendly helps to counter the threats wild birds face from development, extreme weather and pollution to predators like cats and accidents from windows.

Global Harvest Foods is one of the first wild bird food companies to respond to the changing needs of today’s wild birds. A popular and trusted choice of backyard bird enthusiasts known for the quality and safety of its wild bird food products for more than 30-years, the company’s brands include favorites Audubon Park and Morning Song.

To create Songbird Selections NutriThrive, Global Harvest worked with avian nutritionists and ornithologists to pinpoint nutrients that wild birds need, but are no longer readily available to them in their natural habitat.

Feeding wild birds premium bird food like Songbird Selections NutriThrive is not only an easy way to make a big difference, it’s fun too! In fact, 40.5 million people participate in backyard bird watching in the United States.

Songbird Selections NutriThrive is now available for wholesale order today and set to hit shelves in time for the winter 2015 season.

Of all the seasons to start feeding the birds, winter is actually the most helpful as natural food sources are limited, especially during snow and ice storms.

Note for Retail Media: Merchandising wild bird food and feeders together during winter as a seasonal display is an effective way to boost sales. As the millions of our bird feeding

customers stock up on items in preparation for a snow or ice storm, for example, they are equally inclined to stock up on wild bird food too, to help their feathered friends.

Additionally, we recommend offering educational material about the need to feed backyard birds in winter and a chart showing the favorite foods for each songbird species. The more success customers have in attracting birds to their feeders, the more loyal a customer they become.

Note for Consumer Media:

Consider sharing these tips from wild bird experts John Marzluff and Ed Mills for how to start feeding your backyard birds.

1. Choose the Right Seed
 - Know your local birds and feed them their favorite foods. Check out this map at www.audubonpark.com
 - Buy high-quality seed that is made-in-the-USA like Audubon Parks' new Songbird Selections Nutrithrive

2. Protect from Preventable Injury and Illness
 - Make your windows visible
 - Place feeders away from windows and safe from predators
 - Choose seed that is made-in-the-USA
 - Keep cats indoors
 - Offer water and replenish often
 - Clean & dry feeders often

3. Create a bird-friendly yard
 - Reduce the extent of your lawn, mow it less often, and skip the fertilizers and pesticides
 - Plant native shrubs and trees to provide food resources, shelter and protection
 - Use outdoor light only when necessary and from as dim a source as possible
 - In urban settings, birds benefit from the provision of nest boxes

About Audubon Park Wild Bird Food

Audubon Park Wild Bird Food is manufactured in the United States by Global Harvest Foods. For more than 30 years, Audubon Park has been a top choice among consumers who enjoy feeding the birds. Audubon Park wild bird seed is the finest in specialty seed product with more than a dozen selections to choose from, including the new advanced Songbird Selection NutriThrive line, and its popular Fruit and Nut, Songbird & Cardinal and No Waste/Patio blends. All Audubon Park products meet the highest-quality standards in the industry and have earned early compliance of the FDA's Food Safety Modernization Act. Find Audubon Park at your local mass market, grocer, lawn & garden or farm & feed retailer. Learn more at www.audubonpark.com

About Global Harvest Foods

Founded by the Mills family in 1982, Global Harvest Foods is a leading manufacturer of wild bird food with facilities located in Colorado, Indiana, Pennsylvania, South Dakota and Washington. Headquartered in Seattle, Global Harvest Foods remains family owned, employing more than 250 team members nationwide. As one of few wild bird food manufacturers to earn compliance under FDA's Food Safety Modernization Act (FSMA), Global Harvest Foods is dedicated to stringent food safety measures with all products certified food safe by the British Retail Consortium (BRC), a global safety and quality certification program. Learn more at: www.ghfoods.com. *Healthy birds, happy people.*

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