

Sizzling Summer Sale

Find Great Summer Savings,
Now thru 09/30/10!

15% Safflower OFF

Valid only on 20 lb bags of Safflower now thru 09/30/10 at the WBU location listed on back. DSC members save an additional 5%. Not valid with other discounts or offers or previous purchases.

20% Glass and Ceramic Hummingbird Feeders OFF

Selected Items. Offer valid now thru 09/30/10 only at the WBU location listed on back. Not valid with other discounts or offers or previous purchases.

20% Bird Baths and Water Accessories OFF

Selected items. Offer valid now thru 09/30/10 only at the WBU location listed on back. Not valid with other discounts or offers or previous purchases.



Visit Wild Birds Unlimited Today.

10456 Magnolia Avenue
Riverside, CA 92505
951-352-2020

Store Hours
Mon-Sat: 10am-6pm
Sun: 10am-5pm

Continue your nature
shopping online.
Visit our online store:
www.wbu.com/riverside



10456 Magnolia Avenue
Riverside, CA 92505
951-352-2020

PRSRT STD
U.S. POSTAGE
PAID
RIVERSIDE, CA
PERMIT NO. 791

RETURN SERVICE REQUESTED

Sizzling Summer Sale

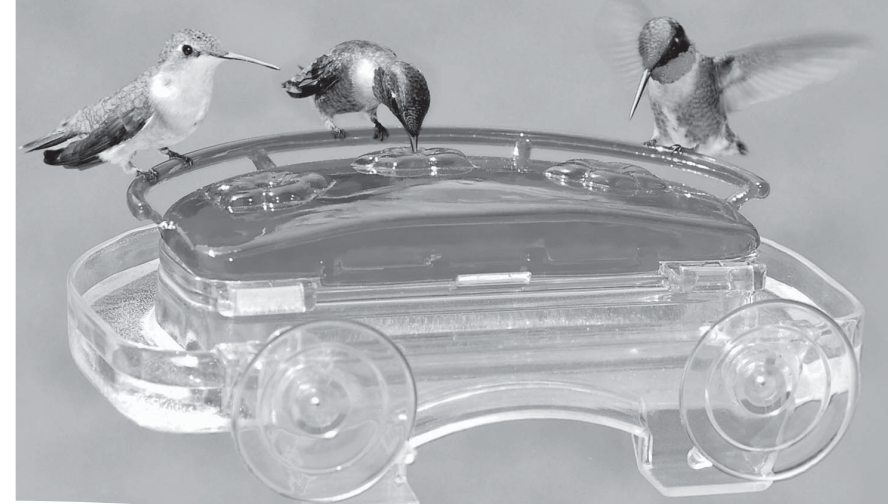
For a Limited Time Only

20% OFF ONE ITEM*

*Regularly priced item. EXCLUDES BIRD SEED and BIRD FOODS. Limit one coupon per Customer. expires 9/30/10. Safflower, Glass & Ceramic Hummingbird Feeders and all Bird Baths and Selected Water Accessories. Now on sale thru 09/30/10, only at the WBU location above.



Discover a Refuge In Your Own Backyard®



Making the Most of Late Summer

Though this month marks the beginning of the end of summer, there are still plenty of opportunities to help birds and maximize your backyard enjoyment.

Hummingbird Migration
Millions of hummingbirds are flying back to their winter ranges. Hummingbirds have been migrating between North and Central America for hundreds of years, some traveling thousands of miles each way.

A high-calorie diet is important to build fat reserves for their trip, so be sure to have your hummingbird feeders ready.

Studies show that most of the hummingbirds visiting your feeders on a day toward the end of migration season are replaced by a new wave of migrants within 24 hours.

Offering Water
Whether they are feeder visitors or not, birds need water for drinking, bathing and preening. Offering a dependable source of water is the simplest and most important step you can take to increase the variety of birds in your yard.

Birds must be ready to fly at all times, especially during migration. Bathing is a critical part of keeping their feathers in top-flight condition.

Deter Unwanted Visitors
Mosquitoes lay their eggs in still water, so open sources of water can cause a potential mosquito problem. Use a fountain, waterfall accessory or Water Wiggler™ to create ripples and prevent mosquitoes from laying eggs in your bird baths. Water in motion is also more attractive to birds.

Keep an eye out for the first Fall visitors to arrive at your Feeders such as Dark-eyed Juncos and White-crowned Sparrows.

Did you ever want to see Birds of Prey up close and personal?

Then mark your calendar for Snicker's Birthday Party on Saturday, September 25 from 11am-3pm. Her BIRDS OF PREY friends will join in on the celebration.

Wolfie the Red Tail Hawk; Pilgrim the Peregrine Falcon and Lily the Screech Owl will be at the event. Diane, the Director of Wild Haven Ranch, will be on hand to share her passion for these marvelous Birds.

Enjoy yummy refreshments as you enjoy a good, old fashioned good time discovering new things about nature.

Our Summer Clearance Sale is going on until September 30. It's a great time to add a water feature and save 20% off any Birdbath, Solar Pump or Solar Water Wiggler.

Visit us soon. We have everything you and your birds need to make the most of late summer.

Dave, Mary Ann, Ben, Adam, Richard and Snicker Doodles
www.wbu.com/riverside

Sizzling Summer Sale

See Inside for Details





We Bring People and Nature Together.®

How to Help Your Colorful Birds



For many birds, the color and brightness of their feathers play a very important role in their breeding success.

The more color and more brightly colored a bird is, the more likely it is to attract a mate. Bright, vibrant plumage signals that the bird, usually the male, can be a good provider and successfully obtain a sufficient amount of quality food.

Feather Facts

Though feathers are more than 90% protein, fats are essential for developing the best feather coloration.

In many bird species, carotenoids (from fats) are used much like the pigment dyes that color clothing. Carotenoids provide red, orange and

yellow to violet colors in feathers.

Without fats and proteins, birds, such as House Finches (pictured above), Northern Cardinals, American and Lesser Goldfinches, would appear less bright.

How You Can Help

By providing foods that are loaded with fats and proteins, you will help your colorful birds maintain their vibrance.

Peanuts are the best single source of protein and fat for your birds and attract woodpeckers, titmice, nuthatches, chickadees, jays and more.

Loaded with protein and fat, Jim's Birdacious® Bark Butter® has attracted more than 100 different bird species. It's easily spread on tree bark or a Bark Butter Feeder.

Nyjer® (thistle) is a favorite of goldfinches, and it contains fats and proteins that will help these birds maintain their yellow glow.



Jim's Birdacious®
Bark Butter®



Peanuts



Nyjer® (thistle)

Save More with the Daily Savings Club

DAILY savings CLUB

For a \$25 annual membership, Club members receive:

- 15% OFF regular, every day bird and wildlife food prices
- \$10 Bird Buck for every \$200 you spend in the store
- 5% OFF the sale prices of bird and wildlife food

The Best Bird Food Prices, Every Day

As a member of the DSC, you receive 15% off the regular, every day bird food prices and an additional 5% off sale prices of bird food. That means you get the best price on the Best Bird Food in Town every day!

Now thru 09/30, save 15% on all of our bird food and an additional 5% on 20 lb bags of Safflower.

Save on Bird Food Every Day with the DSC

Hummingbird Feeding Essentials



WBU Decorative Hummingbird Feeders

Not only do they entice hummingbirds to visit your yard, but our Decorative Hummingbird Feeders also look good doing it. Designed to prevent drips and leaks, they have a built-in ant moat and lids that lift off for easy filling. They're easy to clean and come with a lifetime guarantee. Add Nectar Guard® tips to keep pesky yellowjackets from becoming a nuisance.

from \$19.99



Jim's Birdacious BugBerry Blend

Jim's Birdacious® BugBerry™ Blend contains all of your birds' favorites in one formula - roasted mealworms, sunflower chips, chopped tree nuts and four different fruits - cherries, blueberries, raisins and cranberries. BugBerry Blend contains calcium to help promote stronger bones and eggs. BugBerry Blend is also available as a Stackable™ Bird Food Cylinder, Suet Nuggets and a new flavor of Bark Butter!

from \$10.99



EcoClean Dinner Bell™ Feeder

Our most versatile feeder is now available with antimicrobial product protection built into the tray. Simply fill the EcoClean Dinner Bell with any of our specialty seed blends, Bird Food Cylinders, Jim's Birdacious® Bird Treats or mealworms and see how many birds you attract. The feeder's dome raises and lowers, allowing you to feed smaller birds while deterring squirrels and larger birds.

\$44.99

Late Summer Problem Solvers



Bark Butter Feeder

Our Bark Butter Feeder is the perfect way to offer Jim's Birdacious® Bark Butter®. It's the only bird food that has attracted more than 90 different species, including many that do not normally visit feeders.

\$14.99



WBU Seed Cylinder Feeder

Use this feeder when you go on vacation. Our Seed Cylinder Feeder is easy to fill and hang, is capable of housing all of our Bird Food Cylinders, and its unique perch design can accommodate a variety of birds.

\$25.99



WBU Eliminator

Protect your seed with the Eliminator™. When a squirrel touches the perch ring, its weight closes the seed ports. The Eliminator's unique technology allows you to set the sensitivity level, so you can also exclude large birds.

\$89.99

September Nature Happenings

Store Happenings:

- SNICKER'S BIRTHDAY PARTY
Saturday, September 25th
11am-3pm
*Live Birds of Prey
*Refreshments
*Drawings
- "Batty for Bats" Seminars:
Friday, Oct. 22 @ 6:00pm
Saturday Oct. 23 @ 6:00pm
Sign up today!

- Sept 8: New Moon

- Earliest fall warblers start to arrive along the coast.
- Large flocks of shorebirds are passing through; Heermann's Gull young arrive from Mexico.
- Orioles and grosbeaks are migrating south for winter. Most are gone by the end of the month.
- Earliest fall songbird migrants arrive.

For more educational information, check out our Educational Resources at www.wbu.com/edu

For fun activities for kids, visit our Pathways to Nature for Kids site: www.pathwaysforkids.com