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WILD BIRDS UNLIMITED FINDS NEW HOME AT MOANA NURSERY

RENO, NEVADA – Moana Nursery, Reno’s premier nursery and garden center, announces the acquisition of the local Wild Birds Unlimited franchise. Wild Birds Unlimited uniquely enhances backyard bird feeding with expert, local advice and high desert products. Now, exclusively at all three Moana Nursery locations, homeowners and hobbyists alike have access to superior and specialized wild bird products. Northern Nevada’s premiere garden centers will host the pioneering and largest bird feeding retail franchises as a store-within-a-store.

“We are very excited about continuing to share backyard bird feeding with the residents of Reno and Sparks” stated owner Bruce Gescheider. “The hobby of backyard bird feeding is second only in popularity to gardening and is enjoyed by over 52.2 million North Americans. That’s one in three families, and we know that many of these backyard bird feeding enthusiasts are from this area. Adding a quality line of birding products is a natural extension to our garden centers since plants and birds have such a symbiotic relationship and rely upon each other for survival. Just as we strive to be the local gardening experts, our association with WBU allows us to be the local birding experts.”

Wild Birds Unlimited[®], a unique retail business that brings people and nature together by offering expert advice and products for the backyard bird feeding hobbyist, has changed ownership. Moana Nursery completed its purchase of the local franchise which features regionally-formulated custom birdseed blends, birdfeeders, birdhouses, nature gifts, optics and more from Jacque Lowery (previously located in The Shoppers Square Mall on Plumb Lane). Moana Nursery will have a Wild Birds Unlimited store-within-a-store at all three of its locations – 1100 W. Moana Lane, 11301 S. Virginia Street and 7655 Pyramid Highway, Sparks.

“We are very fortunate to have on staff Carol York who years of experience in backyard birding and has been an active member of the Lahontan Audubon Society since 1987, participating regularly in the annual Pyramid Lake Christmas Bird Count,” says Christie Gescheider. “Jacque Lowery received extensive training at WBU headquarters in Indianapolis where she learned community outreach and presentation skills which she honed over the past five years. She is a local wild bird expert and an active member of the Lahontan Audubon Society. Jacque will assist us with community outreach and coordination of our plan for monthly birding seminars and events for all ages.”

Wild Birds Unlimited specializes in regionally-formulated custom seed blends developed specifically to attract birds that live in and frequent northern Nevada. The blends are made from 100% seed so there is no-waste from cereal grain fillers birds don’t like. The store also offers the freshest seeds including sunflower, thistle and safflower as well as peanut hearts, cracked corn and millet.

Wild Birds Unlimited features the Supreme Wooden Birdfeeder line that was designed and patented by Jim Carpenter, president and CEO of Wild Birds Unlimited, Inc. Drawing from nearly two decades of backyard birdfeeding experience, the Supreme Feeder was designed with unique curved ends to give the consumer a 100% unobstructed view of the birds feeding.

“We will continue to bring people and nature together by offering expert advice for the hobby of backyard birdfeeding,” stated Christie Gescheider. “Our teammates will go through extensive training over the next two months to become Certified Bird feeding Specialists. People come to us wanting to enjoy and learn more about backyard birdfeeding, so we believe it is important that our employees are able to give them the right advice and recommend the right products to make their backyard birdfeeding experience more pleasurable. We are currently stocked with WBU high quality birdseed, feeders and accessories and are renovating each of our locations to accommodate the rest of WBU’s patented product, including the Advanced Pole System - a complete line of quality hanging and mounting hardware for all of your feeders.” A grand opening is planned for April, 2010; for more details visit www.moananursery.com.

The three Wild Birds Unlimited stores, now located in Reno and Sparks, are part of the original and largest franchise system of backyard bird feeding and nature specialty stores with over 300 locations throughout the United States and Canada. Wild Birds Unlimited specializes in expert information and offers an exclusive line of products designed specifically for the hobby of backyard birdfeeding. Visit their website at www.wbu.com for more information.

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Top 100 List of Revolutionary Garden Centers in the US – 2008 & 2009!

Since 1967, locally owned Moana Nursery has been serving the landscape and gardening needs of northern Nevada and the high desert from three locations in Reno/Sparks: 1100 West Moana Lane, 11301 South Virginia Street, and 7655 Pyramid Highway. Moana Nursery also specializes in both residential and commercial landscape design and installation, at 1190 W. Moana Lane . . . its Landscape & Design Center. The Moana Lane garden center offers unique garden & home gifts, an outstanding selection of greenhouse plants and a full-service florist. The South Virginia Street garden center is also home to Tree Land (5 acres of specimen trees), Moana Rock and Moana Waterworks which specializes in water feature design/installation. The Pyramid Highway garden center is a full service nursery that will grow to almost 6 acres during the next two years . . . with its own Tree Land, greenhouse and Moana Rock yard for both retail and contractor customers.