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Project FeederWatch Begins in November

Reno, NV – Moana Nursery, northern Nevada’s premier nursery and garden center, and Wild Birds Unlimited announce the start of Project FeederWatch.

Beginning this month, thousands of people across the country, including some from the Reno area, will be participating in the Cornell Lab of Ornithology’s Project FeederWatch, a winter survey of the birds that visit backyard feeders in the United States and Canada.

The collected Project Feeder Watch information helps ornithologists track changes in the abundance and distribution of bird species that use feeders in the winter.

“We are excited to help FeederWatchers get started,” stated Christie Gescheider, owner of Reno’s Wild Birds Unlimited Nature Shop. “Wild Birds Unlimited customers play a significant role in this study each year.”

To be a FeederWatcher, participants must follow a developed program. He or she must watch birds for Project FeederWatch once every two weeks from November 13, 2010 through April 8, 2011 and count the kinds and number of birds at their feeders and record the information on data forms. This information must then be submitted online or mailed back for analysis in the spring.

For the \$15.00 enrollment fee, participants receive a bird-identification poster, a calendar and the Cornell Lab of Ornithology newsletter, *BirdScope*. You can also explore maps and charts online to see what others are reporting during the count. First time participants also receive a kit with a handbook. Sign-up brochures and additional information are available at Moana Nursery or online at http://store.birds.cornell.edu/Project_FeederWatch_s/42.htm

“This is also a great family activity where children are introduced to the wonderful world of wild birds and participate in a scientific study,” said Gescheider. “Project FeederWatch would make a terrific holiday gift for adults as well.”

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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. 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.

Moana Nursery has three Wild Birds Unlimited stores in Reno and Sparks, which are a 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 or any of their three Moana Nursery Garden Centers at 1100 W. Moana Lane, 11301 South Virginia St., and 7655 Pyramid Hwy. for more information.