



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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## **Wild Republic Soars with Updated Audubon Birds™ - Official Guide App Offered -**

Twinsburg, OH - (February 8, 2016) – The success of Audubon Birds by Wild Republic continues to grow since their 2002 debut. This year Wild Republic's Audubon Birds with authentic sound provided by the Cornell Lab of Ornithology will soar to new heights. The company's most popular birds are refreshed to bring bright vivid colors, enhanced clarity and exactness in appearance like never before.

Licensed through the legendary Audubon Society, the extensive collection of Wild Republic Audubon Birds are realistic plush birds with authentic sound (actual bird sound recordings).

Adding to the experience, all "birders" can expand and share their knowledge through the [Audubon's Bird Guide app](#). The award-winning app that instantly turns a smartphone or tablet into the most trusted field guide in North America, featuring over 800 North American species; advanced gallery view for easy comparison and search; field mark call outs; a "Find Birds with eBird" powered by the Cornell Lab; and a social community of birders who observe, identify, and share posts and photos through the app and online.

The Audubon Birds have been a cornerstone product line of Wild Republic for over a decade. Each year, the company looks to add more authentic birds to the line. Each bird is carefully researched, and comes with an educational hangtag that includes information about its appearance, eating habits, habitat maps and sound information.

The Wild Republic Audubon Birds are multi award-winning products, praised by independent evaluators and reviews. The Audubon Birds have earned several Dr. Toy honors, including Dr. Toy's Classic Products Award, as well as Best Green Products, Best Vacation Products and Top 10 Educational Products. The line has also been recognized by Mom's Choice Awards, National Parenting Publications of America and as the Creative Child Product of the Year.

All about the newest Wild Republic Audubon Birds are found on the following pages:

The success of Audubon Birds by Wild Republic continues to grow since their 2002 debut. This year Wild Republic's Audubon Birds with sound by Cornell will soar to new heights. Our most popular birds are refreshed to bring you vivid colors, enhanced clarity and exactness in appearance like never before. Expand your knowledge of a popular American pastime enjoyed by all ages – backyard bird watching! Bring the best of the outdoors inside with our collection of Audubon birds to enjoy year round.

**Join the flock. Order the Audubon Birds collection today!**

Wild Republic bird designs are approved by Audubon to meet the standards of experts. Expand your knowledge through Audubon's Bird Guide app. The award-winning app instantly turns your smartphone or tablet into the most trusted field guide in North America, featuring over 800 North American species; advanced gallery view for easy comparison and search; field mark call outs; a "Find Birds with eBird" powered by the Cornell Lab of Ornithology; and a social community of birders who observe, identify, and share posts and photos through the app and online.

The Audubon mission is to conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity. To support Audubon call (800) 274-4201 or log onto: [www.audubon.org](http://www.audubon.org)  
Audubon is a trademark of National Audubon Society, Inc.

Wild Republic birds come to life with authentic songs and calls from the Cornell Lab of Ornithology's archive of 200,000 wildlife recordings. To hear more bird sounds and to get help identifying birds outdoors, download the Cornell Lab's free Merlin Bird ID app. Enhance your enjoyment of birds on the Lab's award-winning website where you can watch live Bird Cams, get tips on feeding, attracting, and watching birds, and explore a wealth of information about the birds around you. Visit [AllAboutBirds.org](http://AllAboutBirds.org).

The Cornell Lab of Ornithology's mission is to interpret and conserve the earth's biological diversity through research, education, and citizen science focused on birds. Join as a member to help improve the understanding and protection of birds. Call (800) 843-BIRD or visit [birds.cornell.edu](http://birds.cornell.edu).



**NEW!**

**Meet The New Flock**

This new flock came together because of their beautiful appearance and song. Others are known for their presence throughout the US. Many can be found at backyard feeders.

*More birds coming in 2016! Ask your reps for details*



**18221**  
Northern Cardinal  
0 92389 18221 7



**18234**  
Mountain Bluebird  
0 92389 18234 7



**18225**  
BlueJay  
0 92389 18225 5



**18227**  
Eastern Towhee  
0 92389 18227 9



**18222**  
American Robin  
0 92389 18222 4



**18223**  
American Goldfinch  
0 92389 18223 1



**18224**  
Black-capped Chickadee  
0 92389 18224 8



**18228**  
Baltimore Oriole  
0 92389 18228 6



**18220**  
Downy Woodpecker  
0 92389 18220 0



**18230**  
Eastern Bluebird  
0 92389 18230 9



**18232**  
Blue Grosbeak  
0 92389 18232 3



**18231**  
Cedar Waxwing  
0 92389 18231 6



**64160 - WR Bird Box Pick Your Own Assortment - 12**

Choose from New and Traditional Styles with the Pick Your Own 12 Birds Assortment or Purchase EZ Buy Assortment of 12 Newly Designed Audubon Birds



**90265 - EZ Buy Bird Box Assortment - 12**

**90266 - Bird Box Pick Your Own Assortment - 12**

**90267**  
EZ Buy Bird Tree Assortment – 126  
Assortment includes display, leaf header, and mix of new and traditional styled Audubon Birds.



*Traditional Styles Now Remigrated  
Back By Popular Demand!*



**79364**  
Bald Eagle



**79375**  
Great Horned Owl



**80461**  
Snowy Owl



**79376**  
Peregrine Falcon



**79393**  
Red-Tailed Hawk



**82972**  
Red Squirrel



**SPARK YOUR IMAGINATION**

K&M International is not responsible for typographical errors. Price, availability and product details subject to change without notice.

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**77794**  
Western Meadowlark



**78327**  
Red Winged Blackbird



**79404**  
Purple Martin



**83459**  
Canyon Wren



**79388**  
Northern Flicker



**77336**  
Painted Bunting



**79385**  
Mockingbird



**83900**  
Hummingbird Ruby Throat



**79700**  
Pileated Woodpecker



**79386**  
Atlantic Puffin



**64157**  
Canada Goose



**63984**  
Loon



**64098**  
Mallard Duck



**79384**  
California Quail



**79413**  
Wild Turkey



**79401**  
Nene



**83896**  
Hawaiian Iiwi



**87227**  
Mallard Duckling



**87725**  
Baby Chick



**Look What Just Flew In!**

*New and Enhanced...  
Spectacular Realism...  
Educational and Collectible!*

**Audubon™**  
**Birds** with real  
bird calls!

Authentic Bird Calls provided by:

The **Cornell Lab**  
of Ornithology

