



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 <u>Audubon's Bird Guide app</u>. 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

Audubon is a trademark of National Audubon Society, Inc.

Enhance your enjoyment of birds on the Lab's award-winning website where you can watch information about the birds around you. Visit AllAboutBirds.org.







Meet The New Flock

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

More birds coming in 2016! Ask your reps for details



18221 Northern Cardinal

Eastern Towhee

18224

Black-capped Chickadee

18230

Eastern Bluebird



18234 Mountain Bluebird







18222



American Robin

18228

Baltimore Oriole

18232

Blue Grosbeak



American Goldfinch





Downy Woodpecker



Cedar Waxwing



18231

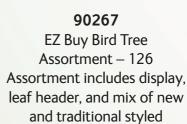


64160 - WR Bird Box Pick Your Own Assortment -12

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



Audubon Birds.



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

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. live Bird Cams, get tips on feeding, attracting, and watching birds, and explore a wealth of

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.













92389 80461



79376 Peregrine Falcon 92389 79376



79393



Red Squirrel

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Traditional Styles Now Remigrated Back By Popular Demand!



77336

Painted Bunting

64157

Canada Goose



79385

Mockingbird



Mallard Duck















California Quail

Look What Just Flew In!

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



Authentic Bird Calls provided by:

The Cornell Lab of Ornithology

