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Retired Chief Petty Officer Lands New Career That's for the Birds Opens Wild Bird Center® Store in Langford, British Columbia

May 6, 2008 - Langford, British Columbia, Canada – Langford residents and wild bird enthusiasts now have a new place to migrate for all of their wild bird supplies. Chris Audet and Alena Mondelli opened the Wild Bird Center® store in Langford, a suburb of Victoria, British Columbia, Canada. Wild Bird Center of Langford offers a unique retail environment specializing in a wide range of backyard feeders and other backyard birding products. The opening reflects the growing trend of bird feeding and bird watching in North America.

Chris Audet and Alena Mondelli, are owners of the Langford store, but Chris, a recently retired Chief Petty Officer, will operate the store full-time. Both Chris and Alena are bird enthusiasts, who recognize the potential of their market. Mr. Audet states, "We offer customers an extensive line of bird seed with exclusive seed blends as well as an array of products to help them attract more varieties of birds." Alena continues, "Backyards are an extension of our home and we want to help customers enjoy a great backyard bird feeding experience."

Chris Audet and Alena Mondelli are thrilled about the opportunity to turn their passion for backyard bird feeding, education, and conservation into a business venture. "After all those years on the ocean," Chris says, "My new passion is found in the trees. Nothing is more relaxing than spotting a woodpecker finding bugs under the bark of an old tree. We have 5 bird feeders outside our house, 2 birdhouses and a birdbath in our yard."

(more)

The Wild Bird Center acts as a “one-stop-shop” for all levels of birders, from casual to serious bird watchers. The store carries more than a dozen seed types, bird feeders, nest boxes, birdbaths, binoculars, and creative gifts such as garden accessories, CDs, stationary, nature books and decorative nature items. The Wild Bird Center also offers an exclusive line of MoBi Mesh® feeders, the goldfinch-only feeder and the convertible bird- house design.

“Our birdseed and exclusive seed blends are field-tested and proven to attract a wide array of birds,” notes Chris. Alena continues, “By combining our premium products with solid knowledge, we are able to offer customers unparalleled service and the help they need to experience backyard bird feeding as never before.”

The nearest Wild Bird Center is in Silverdale, Washington, about 100 km to the southeast and on the southern side of the Strait of Juan de Fuca which separates Washington State and British Columbia. Henrik Lehman Weng, CEO states, “We are excited to enter the Canadian market in the Langford area with owner Chris Audet.” “His enthusiasm coupled with our new training program and improved franchise system have recorded the strongest new-store sales on record.”

For more information about the Langford store, contact Chris Audet at 250-590-7333. The store is located at 2455 Millstream Road, #105, Langford, British Columbia, V9B 3R5, Canada.

Established in 1985, Wild Bird Centers of America, Inc. is a specialized franchise system with more than 85 stores in the U.S. and Canada. Each Wild Bird Center retailer is dedicated to helping customers build a better backyard bird feeding experience, by providing the finest, field-tested quality products, old-fashioned customer service, and expert advice. Wild Bird Centers also serve as an active community resource, providing demonstrations, educational workshops and children’s programs. For more information, visit the WBCA website at www.wildbird.com or call (800) 945-3247, x202.

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