

NEWS RELEASE

For Immediate Release

Contact: Susan Martinez
susanm@gadjits.com

Minneapolis Company Encourages Kids to Feed the Wild Birds and Re-use Empty Soda Bottles

Plymouth, MN (12-13-10) – McNaughton Incorporated, the makers of Soda Bottle Wild Bird Feeders, has introduced the **Bird Feeding for Kids Program**, for schools, churches, non-profits, and scout groups. This program has a two-fold goal: 1. Feed hungry wild birds and 2. Promote the reuse of otherwise discarded plastic soda bottles. [Americans throw away 2.5 million plastic bottles every hour!]

Every child in a classroom or scout group can make his or her very own bird feeder with McNaughton's fun bird feeding kits. Just fill a clean, empty soda bottle with birdseed, screw on the plastic feeding base, and attach the hanger. Soda bottles can be decorated with stickers, crayon, or paint, too. The **Bird Feeding for Kids Program** offers eight different wild bird feeding kits affordably priced (\$1.39-\$3.20 each).

Since 1994, McNaughton Incorporated has been thinking **GREEN** and promoting the reuse of plastic soda bottles by turning them into inexpensive bird feeders. They also celebrated their 25th anniversary in May 2010. For additional information, a downloadable order form, or to purchase the Bird Feeding for Kids kits, visit www.birdfeedingforkids.com, call 800-423-5487, or email info@mcincshop.com.

END



Contact: Susan Martinez, PR Director
McNaughton Inc. 10700 Highway 55, #260, Plymouth, MN 55441
email: susanm@gadjits.com