



## WILD BIRD CENTERS OF AMERICA, INC.

*Your ultimate backyard nature stores.™*

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Barbara Beck, Director of Marketing

Contact: Barbara Beck  
301-229-9585  
barbara@wildbird.com

### FOR IMMEDIATE RELEASE

#### **WILD BIRD CENTERS OF AMERICA FRANCHISEE, WILLIAM FENIMORE, RECEIVES PRESTIGIOUS LUDLOW GRISCOM AWARD**

**Fenimore joins the ranks of famed naturalist Roger Tory Peterson, first recipient of the award**

Glen Echo, Maryland - The American Birding Association has selected Wild Bird Centers of America franchisee William Fenimore, owner of the Wild Bird Center of Layton, Utah, as this year's recipient of the prestigious Ludlow Griscom Award.

The American Birding Association (ABA) Ludlow Griscom Award is one of five ABA awards that recognize various contributions dedicated individuals make to the cause of birds, birders and birding. The ABA Ludlow Griscom Award for Outstanding Contributions in Regional Ornithology was bestowed on Bill Fenimore for his contributions to dramatically advance ornithological awareness throughout the state of Utah.

Fenimore is a birding advocate and proven leader who expresses his enthusiasm through involvement with numerous programs and organizations, including a leading organizer of the Great Salt Lake Bird Festival, author of "Bird Sighting" a weekly *Salt Lake Tribune* column, vice-chair of the Utah Division of the Wildlife Resources Advisory Council, leader of birding expeditions throughout the U.S., Canada and the Caribbean, author of *Backyard Bird* state identification guides, to be published in Spring 2008. Mr. Fenimore serves as Trustee and Board member with such diverse organizations as the Utah Wildlife and Conservation Foundation, Ogden Nature Center and Utah Wildlife Board Nominating Trustee (appointed by Utah Governor Jon Huntsman).

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William Fenimore Release

Fenimore was overwhelmed when he received the call announcing his win, claiming he literally fell into his office chair. Fenimore says, "I am gratified to be considered in the same company as birding icons Roger Tory Peterson and Kenn Kaufman, previous recipients whom I greatly admire and who inspired me to create my state *Backyard Bird Guide* series. I feel tremendous emotion and awe to be selected for such an honor." Fenimore continues, "Birding has been the pathway for me into a life long enjoyment of the natural world. It has been a passion to share the joys of birding, especially with young children whom I hope will follow in a similar path."

George Petrides, Sr., founder and chairman of Wild Bird Centers of America, proudly nominated Fenimore for the award, citing his "boundless energy and enthusiasm for all aspects of birding which have significantly raised the visibility of birding causes and interests throughout the state of Utah and beyond." Fenimore has been a successful franchisee with the Salt Lake City Wild Bird Center since 2001. He earned the company's national "Best Environmental Stewardship" award four years in a row, and received the company's highest honor in 2007 when he entered its "Hall of Fame," a tribute based on his experience and performance as a top-level executive and extraordinary role as a "Birding Ambassador" in his home state.

The ABA Ludlow Griscom Award is sponsored by Leupold Optics, who will present Fenimore with a plaque and pair of Leupold binoculars at the June 2008 ABA convention in Snowbird Lodge, Utah.

Fenimore joins many important contributors to American ornithology, including first award recipient, Roger Tory Peterson, who received the honor in 1980. Peterson is credited with publishing 52 volumes of the Peterson Field Guide Series as well as providing the inspiration and leading to the formation of countless birding associations and wildlife refuges.

Established in 1985, Wild Bird Centers of America, Inc. (WBCA) is a specialized franchisor with more than 85 stores in the U.S. and Canada. Each Wild Bird Center retailer is dedicated to helping customers develop a better backyard birding experience, by providing the finest, field-tested 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](http://www.wildbird.com) or call (800) 945-3247, x202.

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