

Springwatch presenter creates new food to save baby birds

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Chris Packham (<http://www.chrispackham.co.uk>) of BBC1's Springwatch has created a special food called Tweet (<http://www.gardenbird.com/Tweet-Fledgling-Mix-with-FREE-Feeder/Bird-Food/GBEX160,default,pd.html>) to save baby birds (<http://www.gardenbird.com/Tweet-Fledgling-Mix-with-FREE-Feeder/Bird-Food/GBEX160,default,pd.html>).

Says presenter Chris "Both the RSPB and BTO recommend year-round feeding but some garden bird foods aren't really suitable for fledglings as they contain poor quality fillers that offer little benefit. This is one of the only seed mixes specially formulated for fledglings and will give them a fantastic boost – plus parent birds love it too!"

Now is a busy time for our garden birds as some fledglings still can't fly properly and are not yet able to forage for themselves. So a regular supply of easily accessible high quality food is essential to improve their chances of survival.

With many garden birds (including the Cuckoo) now joining the list of endangered species according to the RSPB, it is more important than ever that we put out food, particularly for baby birds.

To answer this need, with the help of Garden Bird Supplies, Chris has created his new Tweet Fledgling Mix, specially developed for young birds, who need a diet rich in protein, fat and oils for maximum energy and nutrition. It has been formulated from a carefully selected mix of 14 high quality seeds, nuts and grains, including sunflower hearts, peanut granules, Niger seed, three types of millet, oatmeal, canary seed and red Dari.

The mix is ideal as table, ground or feeder food and costs £19.99 for a 12.75kg sack (up to three months' supply) + £3.99 p&p. As an introductory offer, for a limited period only, purchasers will receive a metal birdfeeder worth £15.99 and a cleaning brush free of charge. Tweet Fledgling Mix exceeds the BSA (Birdcare Standards Association) stringent criteria for wild bird food mixes.

ENDS

Notes for Editors

Chris Packham

Chris was born in Southampton in 1961 and studied at the Zoology department of Southampton University. Post graduation, he began taking still photographs and trained as a wildlife film cameraman.

Now a well-known presenter, his television work began with the award-winning 'Really Wild Show' in 1986. Chris went on to work on shows such as 'Wildshots', 'Wild Watch', 'Go Wild', 'X-Creatures', 'Postcards from the Wild', 'Hands on Nature' and, most recently, 'Nature's Calendar'.

He is currently on-screen nightly on BBC1's 'Springwatch' programme.

<http://www.chrispackham.co.uk>

Garden Bird Supplies

Part of the Flying Brands group, is a founder member of the BSA (Birdcare Standards Association) which is an association of the UK's leading suppliers of wild bird foods and other bird care products. All members have to operate within the stringent criteria laid down by the Association, covering safety, nutrition and hygiene.

The company is also a member of The Birds and Business Alliance (part of The British Trust for Ornithology) and is participating in the Garden Bird Health initiative (GBHi) organised by The Zoological Society of London.

<http://www.gardenbird.com/Tweet-Fledgling-Mix-with-FREE-Feeder/Bird-Food/GBEX160,default,pd.html>

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