

Press Release  
FOR IMMEDIATE RELEASE  
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Sweeney Enterprises Inc., a well-known name for over 25 years in many agriculture and sport industries for its Automatic Feeders, has launched an innovative concept in bird feeding. Their **Bird Professor**™ Feeder will allow backyard bird enthusiasts to train birds to a feeding schedule. The main advantages of this are twofold: (1) Birdwatchers get to observe the birds in their yard when they are home and (2) less feed is used. Studies have predicted that the average feeder with typical settings will save as much as 40% per year in bird seed costs and quickly recover the cost of the feeder.

#### HOW DOES IT WORK?

You can adjust the **Bird Professor's**™ timer to release feed in the morning and evenings (already the busiest times on most backyard feeders) when you are home. Your birds will quickly adjust to this schedule and arrive in your yard eagerly waiting their next meal.

#### FEATURES

Features include an adjustable timer and rechargeable battery. Your battery's charge will last up to 4 months. The timer has multiple (?) programmable feeding periods to fit your schedule. There is also a handy optional remote control to release more feed during those weekends at home.

#### QUALITY CONSTRUCTION

**Sweeney Enterprises' Bird Professor**™ is made of high grade galvanized steel for unrivaled durability. It is attractively designed and painted a hunter green to fit unobtrusively in your backyard. A major benefit of the materials used in the **Bird Professor**™ - they are Squirrel Proof! Let's see the little guys eat steel! Of course, it's their quality materials that also allow for years of service and enjoyment.

For more information contact:

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*Photo Caption:*

*Sweeney Enterprises' Bird Professor*™ *at work*