

# Wild Birds joins effort to help save resources

Wild Birds Unlimited is joining with The Nature Conservancy in its efforts to protect nature's precious resources through the Dollars For Nature program.

A Wild Birds Unlimited exclusive, Dollars For Nature will raise money for vital Nature Conservancy programs through customer contributions during November and December at the Wild Birds Unlimited store at 2626 S. Rochester Road in Rochester Hills.

In addition to helping protect the environment, customers who donate to Dollars For Nature receive a discount coupon toward a purchase at Wild Birds Unlimited in January.

"We are very excited about the Dollars For Nature program," said Chris Gardner, owner of the Rochester Hills store.

"With Dollars For Nature everyone wins. By making a donation, our customers help The Nature Conservancy protect land that harbors rare or endangered species throughout North America. In return, they will receive a coupon matching their donation — up to \$5 — toward a purchase at Wild birds Unlimited."

Wild Birds Unlimited is supporting The Nature Conservancy through Dollars For Nature because the goals of the

conservancy are compatible with Wild Birds Unlimited's systemwide mission of bringing people and nature together. The program is designed to have a local impact.

Dollars For Nature is the first program that is part of The Nature Conservancy's "Round It Up for Nature" campaign in which The Nature Conservancy and retail partners join forces to protect nature's precious resources.

"We deeply appreciate Wild Birds Unlimited's support and are happy they are our first Dollars For Nature partner," said John Sawhill, president of The Nature Conservancy. "The plight of migratory birds is of paramount concern to the conservancy and the North American public. The Nature Conservancy is building partnerships with all sectors of society to protect their vital habitats so future generations may enjoy the splendor of the migratory birds."

The Nature Conservancy is the largest private conservation organization whose sole mission is the protection of land that harbors rare or endangered plants and animals. Protecting more than 8.23 million acres of land in North America, The Nature Conservancy manages the largest private system of nature sanctuaries in the world — 1,600.



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## New showroom has it all — including the sink

After selling plumbing supplies wholesale for more than 70 years, Advance Plumbing and Heating Supply Co. has opened a retail showroom in Walled Lake. The 3,000 square-foot store at 1077 Maple Road, between Decker and Haggerty, features hundreds of faucets and displays of working showers, whirlpools, toilets and sinks. "You can actually see how everything works," says Jeff Moss, vice president. High end brands include Kohler, Grohe, Delta and Moen.

A licensed master plumber can assist do-it-yourselfers and answer installation and maintenance questions. Moss' Grandfather, Harry Chernick, founded the business in Detroit in 1920. Chernick's son-in-law and the current president, Ron Moss, joined in 1957. Advance expanded to Walled Lake in 1990 when it purchased Franklin Plumbing Supply.

Store hours are 8:30-5 p.m. Mon.-Fri., 8-3 p.m. Sat., or other times by appointment  
Phone 1-800-580-7474.