

**Media Release: December 27, 2023**

## **Seeds of Kindness Campaign for Wildlife Rescue by Urban Nature Store**

On January 5th “National Bird Day” Urban Nature Store is giving 10% of their sales of bird seed to Ontario Wildlife Rescue Centers. They are the first retailer in Ontario to offer such a sponsorship.

Urban Nature Stores is supporting Wildlife Rescue Centers in Ontario with the Seeds of Kindness campaign. Wildlife Rescue Centers take in injured and orphaned wild animals, rehabilitate and release them back into the wilds. Most Centers are run by volunteers and get no support from any level of government. They are completely dependent on the public for support.

Urban Nature Store is a haven for bird enthusiasts and nature lovers, where birdwatching dreams take flight. The proudly Canadian owned retailer has 8 retail store locations, stretching from St. Catharines to Kingston and throughout the Greater Toronto Area (GTA). They take pride in offering a diverse selection high-quality bird feed, feeders, premium binoculars, and a collection of nature inspired gifts.

“Urban Nature Store is proud to support the Seeds of Kindness program to support Wildlife Rescue Centers throughout Ontario. The work being done by wildlife rescues organizations is meaningful and lifesaving to birds and wildlife in need of recovery and support.” Paul Oliver, Founder Urban Nature Store.

“The Seeds of Kindness program is our way of saying Thank You to the hundreds of volunteers that work tirelessly, every day, to help injured birds and wildlife. In addition to donating the proceeds of bird seed sales on Bird Day, Urban Nature Store will be working to increase the awareness of the vital work being done by Wildlife Rescue Centers throughout the province.”

Ontario Wildlife Rescue (OWR) works with over 50 Wildlife Rescue Centers (Wildlife Rehabbers) across the province. Ontario Wildlife Rescue connects the public with wildlife rescue centers ([www.ontariowildliferescue.ca](http://www.ontariowildliferescue.ca)). OWR also help find resources (food, medical supplies and veterinarians) for Wildlife Centers across Ontario. Ontario Wildlife Rescue is a Federally incorporated non-profit charity (license 8155291-2RR0001).

Contact Urban Nature Store Paul Oliver 416 987-5826 email [paul@urbannaturestore.ca](mailto:paul@urbannaturestore.ca)

Contact Ontario Wildlife Rescue Sandy Donald 416 436-9892 email [sandy@ontariowildliferescue.ca](mailto:sandy@ontariowildliferescue.ca)