

Newsletter #2 October Newsletter

Subject Line: **The Parrot Spot Newsletter – Fall Edition 2011**

[MAIN NEWSLETTER STORY]

It's a New Day For Parrot Lovers!

The Parrot Spot debuted online a little over a month ago and in that time we've managed to successfully connect with over thousand new parrot lovers on Facebook and Twitter and launch our exciting new companion Blog!

We want to take a moment to share some background into what makes us so different and why we hope you'll choose The Parrot Spot for all your pet bird needs. We're more than just an online retailer ...

Nurture. Raise. Rescue. It's our mantra.

The Parrot Spot was founded on three principles – Nurture. Raise. Rescue. These principles represent our combined [mission](#), our business philosophy. Parrots are our passion, just like they're your passion too.

Nurture.

We want to be your online one-stop spot for parrot care, providing only the safest, highest quality parrot products: parrot cages, parrot foods, parrot toys and other items that support optimal parrot health and enrichment. And we'll nurture your bird/owner relationship with [The Parrot Spot Blog](#), where you will find ongoing educational content on how to be a better owner to your bird, as well as recipes, videos, and inspiring parrot stories.

Raise.

Every parrot is unique and every breed requires a slightly different approach in care. We'd like to reduce the numbers of parrot owner abandonment by educating our customers. Our e-Newsletter, [Facebook](#) page, [Twitter](#) page and [Blog](#) were created with this reason in mind—helping to educate owners on proper care to reduce the need to rehome or relinquish parrots whose owners are struggling to care for them.

Rescue

We allocate a portion of our profits towards helping domestic non-profit parrot rescue organizations—in their ability to provide care resource funds to rehabilitate pet birds and ready them for possible re-adoption—and to “forever home” parrot sanctuaries—in their ability to provide care education to parrot owners as well as resources like food/shelter to unadoptable pet birds. We highlight these organizations on an ongoing basis.

These are exciting times and we're happy you've chosen to be a part of our story. We hope that you will be a part of our journey!

Jamie Lindmeyer, Founder & Owner
The Parrot Spot, LLC

[RECIPE OF THE MONTH]

BAKED PUMPKIN

More than just a decoration for your doorstep, pumpkin is one of the most nutritional foods you'll find. Rich in antioxidants, vitamins and minerals, both the flesh and seeds of the pumpkin provide many health-boosting nutrients for your parrot. This simple recipe contains only one ingredient so it's almost impossible to get wrong. Your bird will love it.

INGREDIENTS

1 small (1 to 3-lb) Pumpkin

PREPARATION

Cut a 3-inch circle around the stem and remove the seeds. (*Reserve the seeds for baking see below*).

Place the whole the pumpkin on a cookie sheet and bake for 60 minutes or until it is tender. Pierce with a fork to check if it is done. You can also cut the pumpkin in quarters and place face down on a lightly greased cookie sheet. Cool. Serve in small chunks to your parrot. You can freeze the leftovers.

Note: This is an excellent food for weaning baby birds and for parent birds feeding babies. For older birds that are hard to get interested in new foods, sprinkling [spray millet](#) (available at our website) or chopped nuts can encourage them to try it.

SEEDS

The seeds may be washed off and baked for 10 minutes at 350 degrees Fahrenheit. Remove the seeds from the oven and place them in a container with a lid. Feed your parrot a small bunch of seeds at a time, keeping the remaining seeds fresh in the container.

[CHEEKERS CHOICE]

Cheekers Choice: The Willy Nilly

Every month we choose one toy or product that we sell that is “Cheekers Endorsed” by my very own pet Conure, Cheekers. This month, Cheekers loves the [Willy Nilly](#).

The Willy Nilly offers a little bit of everything from wooden blocks and beads, to plastic whiffle balls, to various plastic pieces. In addition to Cheekers sized toys we offer a very robust selection of toys for all sizes of birds from your largest macaws to the most petite of budgies!

[OFFER FOR OCTOBER]

With the holidays right around the corner, it’s time to start thinking of possible gifts for the parrot-lover in your life (or maybe even for your own parrot). House your parrot in style with a Prevue parrot bird cage.

Right now all our cages*, including Prevue [parrot bird cages are 25% off through the end of October](#). Simply enter Discount code: **CageSale25** at checkout.

** Excludes our stainless steel cages.*