

Award-Winning Wild Bird Retailer, Chirp Nature Center, Celebrates 4 Years of Connecting with Nature and the Community

BIG BEAR LAKE, Calif., December 31, 2022 — Located in the heart of Big Bear Lake, Chirp Nature Center offers supplies, education and community events centered on supporting wild birds while connecting people with nature and conserving the environment. The wild bird retailer celebrated their 4-year “Hatchiversary” last month with a crowd of enthusiastic customers and friends in the community.

Chirp owner and Big Bear Lake Mayor, Randall Putz, is grateful for the last four years of community support. “We couldn’t have had the success we’ve enjoyed without the help of our Chirp team members, customers, guests, and friends,” said Putz. “Chirp is more than a retail store. It is a space for people to come together to learn more about the world around us, with the common goal of becoming better stewards of our planet on local and global levels. I’m thrilled that we’ve been able to connect with like-minded nature lovers from all walks of life these past four years—and I look forward to many more.”

In 2018, owners Randall Putz and Beth Wheat started Chirp as a small booth at their local farmer’s market. Later that year, they opened their first store in the Big Bear Lake Village.

In 2019, Chirp began hosting community events that continue today. Monthly “bird walks” take locals and visitors on guided tours through Big Bear’s birding hotspots. “Bird talks” feature top ornithologists, scientists, researchers, and artists as special guests lecturers. Activities for children — like live book readings, crafts and games — are also offered. Chirp’s partnerships with local schools and the Big Bear Discovery Center engage children with nature and teach them to value and care for the environment.

The Chirp team believes and has demonstrated that wild bird watching and feeding enriches people’s lives. During the pandemic, bird-watching surged worldwide and Chirp responded to the need for connection for humans and nature by its desire taking their live events online. Chirp continues to offer virtual and pre-recorded bird walks, lectures, and how-to videos on their YouTube channel.

Last year, Chirp Nature Center moved to a larger location in Big Bear Lake’s West Village. The space features separate rooms that house an expanded line of wild bird seed, bird feeders, birding optics, field guides and nature-centric books and gifts. The new location also features “Chirp’s Backyard,” a beautiful outdoor theater and event venue for room to gather and grow as a community of nature supporters.

Today, the Chirp Nature Center continues to advocate for nature conservation with a threefold “nurture our nature” call to action: “Observe deeply, support thoughtfully and share lovingly.” To support this, Chirp donates a portion of every sale to local and national conservation organizations, and sells only high-quality, ethically sourced bird food. They also continue to bring the community together through educational, eco-centric events for all ages.

Chirp’s awards:

- Big Bear Grizzly’s Best in Big Bear 2021 Award
- Big Bear Valley Education Trust’s Golden Apple Award 2020/2021
- Wild Bird Expo’s Best Small Wild Bird Retailer of the Year Award 2022

Chirp’s real-world impact on wild birds:

- Tons of bird seed

- Tens of thousands of suet cakes
- Thousands of bird feeders
- Hundreds of bird houses

About the Chirp Nature Center

Chirp Nature Center is a premium wild bird supply retailer offering locally sourced wild bird food, bird feeders, bird houses, birdbaths, birding optics, field guides and nature-themed gifts. Located in Big Bear Lake, home to more than 250 bird species, Chirp is in the center of one of the world's top birding locales. To learn more about Chirp, or view their latest live events schedule, visit chirpforbirds.com.

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