



Press Release

"First Bird" Program Served Up by Pheasants Forever's New Corporate Partner

PF and Pizza Ranch congratulating young hunters who harvest their first bird

Saint Paul, Minn. – February 7, 2008 – Pheasants Forever (PF) is proud to announce Pizza Ranch is the organization's newest national corporate partner. To kick off the partnership, Pizza Ranch is sponsoring the Pheasants Forever "First Bird" program as a way to congratulate all young hunters who harvest their first bird.

The Pheasants Forever "First Bird" program sponsored by Pizza Ranch is a great way for youngsters to share their success in the field with other hunters and conservationists. Young hunters who send in a photo of their first bird will receive:

- A "First Bird" Commemorative Pin
- Coupon for a free mini pizza at a Pizza Ranch restaurant
- A chance to get your photo published in Pheasants Forever's magazine

"Pizza Ranch is excited to be partnering with Pheasants Forever to encourage young hunters to enjoy time outdoors. Engaging the youth will be the long-term key to preserving the tradition of hunting and conservation in America," said Jon Moss, Pizza Ranch Brand Director.

"Pizza Ranch has been a longtime supporter of Pheasants Forever at the local level and we're thrilled to come together to launch the First Bird program," said Greg Emerick, PF Director of Corporate Sales, "We're excited to see all the great photos from young hunters' early days afield!"

TO ENTER the Pheasants Forever "First Bird" program sponsored by Pizza Ranch: Please send your photo (prints will not be returned) along with your first and last name, birth date, mailing address, phone number, and any other information you would like to share to: Pizza Ranch Inc., Attn: First Bird, PO Box 465, Orange City, IA 51041-0465.

Pizza Ranch has 140 franchises in Iowa, Minnesota, South Dakota, North Dakota, Wisconsin, Nebraska, Michigan and Illinois. The chain was founded in 1981 in Hull, Iowa and since has grown to its current size while focusing its brand around "providing a business ministry opportunity where guests receive a legendary experience through quality food and service." More information about Pizza Ranch can be found at www.pizzaranch.com.

Pheasants Forever and Quail Forever are non-profit conservation organizations dedicated to the protection and enhancement of pheasant, quail, and other wildlife populations in North America through habitat improvement, land management, public awareness, and education. PF/QF has more than 120,000 members in 700 local chapters across the continent.

*For additional information about Pheasants Forever, please visit www.pheasantsforever.org
If you would like to be removed from the Pheasants Forever mailing list, please reply "REMOVE" to this email. Thank You.*