



Contact: The Write Place PR
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FOR IMMEDIATE RELEASE
January, 2011

COMPANY EXPANDS LINE-UP, DONATES TO ORGANIZATION THAT INSPIRED PRODUCT Crazy K Farm Offers New Avian Haven Hut Sizes, Gives Back to The Alex Foundation

Hempstead, TX – Customers talked, Crazy K Farm Pet and Poultry Products, LLC listened. The Texas-based company is adding to its current line of products, and the expansion comes with a twist. The company is offering two new sizes in its Avian Haven® hut line, and donating a percentage of their sales to The Alex Foundation at Brandeis University.

Dr. Tobi Kosanke came up with her unique patent-pending invention about seven years ago. Her goal was to give parrots, other caged birds, and their owners some much needed peace. Because parrots require a place of privacy within their cases and at least 12 hours of undisturbed sleep in their natural perching position, she wanted to create a place where her own birds could retreat to in peace. Kosanke designed the huts to hang over a bird's existing perch. They have four sides like a human house, and come complete with a chimney and window design on the side. A sign reading "Home Sweet Home" decorates a large, arched doorway. Inside, the hut's back wall is made of thick-pile Sherpa.

The Avian Haven hut (<http://www.avianhavenhut.com>) is sold online and in retail stores across the country, and will soon be available in four sizes. The two new sizes, Extra Small for smaller birds with smaller cages, and Extra Large for larger parrots such as macaws and cockatoos, will complement the existing Small and Large sizes. All sizes of the Avian Haven hut come in two colors: brown and green. Customer demand and success are the driving forces behind the company's increased offerings.



"The success of my woman-owned business comes with the responsibility to give back to the community, specifically other women," Kosanke said. "Starting in April with the arrival of the two additional sizes, a percentage of the profit from sales of the Avian Haven hut will be used to support Dr. Irene Pepperberg's Alex Foundation."

Dr. Pepperberg has worked to establish the cognitive and communicative abilities of parrots as intelligent beings. Her findings are used to encourage the responsible ownership of parrots, conservation and preservation of parrots in the wild, and veterinary research into the psychological diseases and care of these birds.

“Our familiarity with Alex and Dr. Pepperberg’s work with him through her books, ‘The Alex Studies’ and ‘Alex and Me’ motivated us to rescue our first parrot; and Giselle, our African Grey, later became the inspiration behind our Avian Haven hut,” Kosanke said. “Without the influence of Dr. Pepperberg and Alex (who, sadly, passed away in 2007), there would be no Avian Haven hut.”

Kosanke shares Dr. Pepperberg’s love of research. The former oil patch research geologist, who once developed pet products as a hobby, found herself in business last year when she was faced with needing the funds to feed and care for them. She owns a working farm in Texas with 200 animals, nearly all of them rescues, including three of the four parrots.

“Over the years my main hobby had been creating products to improve the quality of my animals’ lives,” Kosanke said. “When covering their feed and medical bills while staying home to care for my special needs daughter became impossible, I was inspired to form Crazy K Farm Pet and Poultry Products, LLC to manufacture and market my unique, patent-pending inventions.”

Crazy K Farm (<http://www.crazykfarm.com>) has quickly grown from its humble origins as a manufacturer of pre-paid, made-to-order items sold solely via Kosanke’s personal eBay account, to her products being manufactured by the tens of thousands and sold in stores across the United States, Canada and the United Kingdom. Crazy K Farm was also a 2009 StartupNation Home-Based 100 Competition double award-winning company.

“The company’s growth and success has been tremendous,” Kosanke said, “and I am thrilled to be able to donate 10% of the sales from our Avian Haven huts to the very organization that inspired their invention.”

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