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Kaytee Partners With Jane Lynch and Christian Cooper to Make Backyard Birding the Hobby of the Season

As birding takes flight in popular culture, Kaytee leads the movement, launching “The Birder Hub” alongside a star-powered partnership inspiring connection, curiosity, and calm.

Media Kit [here](#)

FRANKLIN, Wis.--(BUSINESS WIRE)-- [Kaytee](#), a leading brand in backyard birding and pet care, today announced the launch of [The Birder Hub](#), a first-of-its-kind digital destination designed to make birding accessible, inspiring, and enjoyable for everyone, from curious beginners to seasoned enthusiasts.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20251106273368/en/>

As birding continues to break into the cultural zeitgeist, Kaytee is leading the movement by bringing mainstream visibility to the hobby. The Birder Hub is a first-of-its-kind digital destination designed to make birding accessible, inspiring, and enjoyable for everyone, from curious beginners to seasoned enthusiasts.

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visibility to the hobby. With more young people discovering birding through social media, outdoor adventures, and mindful escapes, The Birder Hub offers a welcoming space that reflects a generation’s desire for calm, curiosity, and authentic joy.

To bring this vision to life, Kaytee has partnered with Emmy Award-winning actress and comedian Jane Lynch and birding expert and advocate Christian Cooper — two voices that capture the balance of fun and expertise that defines modern birding.

“Jane reminds us that you don’t have to be an expert to enjoy birding, you just have to be a little curious,” said Manny Orejuela, the VP of Marketing for Kaytee. “Together with Christian, she helps us show that birding is for everyone, and that’s what makes this partnership so special.”

“Beyond discovery, birding offers real benefits for mental health and emotional well-being. Time spent observing nature nurtures mindfulness, strengthens intergenerational bonds, and inspires renewed joy in everyday life,” said Lynch. “Through The Birder Hub, Kaytee encourages everyone to explore birding as a meaningful blend of calm, curiosity, and

connection.”

“Birding gives us a chance to slow down, breathe, and find joy in what’s around us,” said Christian Cooper. “It’s more than a hobby. It’s a reminder that wonder is always within reach.”

The Birder Hub features expert insights, educational resources, and easy how-tos to help anyone get started—whether they’re learning to identify their first cardinal or setting up a backyard feeder. The platform is part of Kaytee’s broader mission to make nature accessible, joyful, and sustainable for all.

Explore Kaytee’s Birder Hub at <https://www.kaytee.com/birderhub>. For more inspiration, sign up for our newsletter and follow Kaytee on Instagram, YouTube, and Facebook.

ABOUT KAYTEE

[Kaytee®](#) is a leading brand in small-animal and bird care, helping pet parents nurture healthy, happy companions for more than 150 years. From food, hay and treats to bedding, habitats, toys, and accessories, Kaytee designs products to support well-being, enrichment, and the bond between people and their pets—whether that’s hamsters, rabbits, guinea pigs, parakeets, cockatiels, parrots, or the wild birds in your backyard. Backed by in-house nutrition and animal-care expertise, Kaytee also offers easy, research-based care guides and how-tos to help pets thrive at every life stage. Learn more at www.kaytee.com. Kaytee is part of the Central Garden & Pet (NASDAQ: CENT) (NASDAQ: CENTA) portfolio.

ABOUT CENTRAL GARDEN & PET

[Central Garden & Pet Company](#) (NASDAQ: CENT) (NASDAQ: CENTA) understands home is central to life and has proudly nurtured happy and healthy homes for over 45 years. With fiscal 2024 net sales of \$3.2 billion, Central is on a mission to lead the future of the pet and garden industries. The Company’s innovative and trusted products are dedicated to helping lawns grow greener, gardens bloom bigger, pets live healthier, and communities grow stronger. Central is home to a leading portfolio of more than 60 high-quality brands including Amdro®, Aqueon®, Cadet®, C&S®, Farnam®, Ferry-Morse®, Four Paws®, Kaytee®, Nylabone® and Pennington®, strong manufacturing and distribution capabilities, and a passionate, entrepreneurial growth culture. Central is based in Walnut Creek, California, with more than 6,000 employees primarily across North America. www.central.com.

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