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**For Immediate Release**

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**Humane Bird Deterrent for Lake Docks is Colorful & Welcoming**

**PENNANTS PROVIDE EFFECTIVE CRITTER CONTROL WITH A TWIST**

**KALAMAZOO, MI:** A few years ago, Consort Display Groups President, Roger Lepley, discovered an innovative new use for their Dori Pole Pennant System. Dori Pole had been found to effectively keep unwanted birds away from lakefront property, such as docks, boat lifts, shorelines, and rafts. Though originally designed to add color and graceful movement to public events, the newly discovered effect Dori Pole has on problem birds is creating a surge in demand from lakefront home owners.

The secret to the Dori Pole's effectiveness is their long, vibrantly colored, pennants which flow to the "whims of the wind" high above the water. The pennants are mounted on flexible fiberglass poles ranging in height from 12 feet to 19 feet. Dori Pole can be seen throughout the country. Ranging from being used to attract visitors to major festivals, events, car dealerships, and apartment complexes, to adorning the lawns of lakeside homes and cottages. It's the latter use that's creating a new surge of interest from waterfront homeowners in the U.S. and Canada. According to Lepley, "Not only have our products gained a significant amount of attention as uniquely colorful, gracefully flowing, attention-getting devices, but now, they are rapidly gaining a new reputation as an ecologically-friendly, safe and effective means to control geese, gulls and other unwanted birds."

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## **Pennants provide effective wildlife control**

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“The pennants seem to act like a scarecrow or constantly moving shadow. The wild birds seem to not know what to make of these man-made devices and so they stay away, and move to another part of the lake or river.” Lepley added, “So, not only do our clients enjoy the beauty of their Dori Poles, they gain the additional advantage of debris and disease-free, lawns and beaches.”

Consort Display Group has been manufacturing Dori Poles since 2005. Originally designed and created by landscape architect, Vince Mackel, Dori Poles were actually named after his young daughter. These outdoor display devices feature fiberglass poles that bend but will not break, a swiveling yoke designed to keep the colorful nylon pennants tangle-free, and easy installation and removal. There is also the option to order pennants with custom imprints. “We are now seeing Dori pennants fluttering in the wind at virtually any type of event you can imagine. And yet, I was surprised to see the home market also growing,” said Lepley. “People everywhere have created this new marketing niche for our product. A Dori Pole often creates a contagious, fun-filled atmosphere among neighboring lakefront dwellers who line their docks and cottage patios with their favorite college colors. Dori Pole has become a wonderful form of self-expression.” Dori Pennants also come in “Color Pairs” allowing for popular collegiate colors, such as maize and blue, to be proudly displayed to float that pride high in the air.

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For more information about Dori Poles or other Consort Display Group products please visit the firm's product website at [www.doripole.com](http://www.doripole.com), the Consort Display Group site at [www.consort.com](http://www.consort.com) or call (800)-525-6424