



Help Us Help Dogs.™ The Pedigree Adoption Drive™ Campaign

The Makers Of Pedigree® Are Helping Shelter Dogs Find Loving Homes Across Canada

Each year in Canada, tens of thousands of unwanted dogs are put to sleep because there simply aren't enough homes for them. The makers of Pedigree®, want all dogs to live a full and happy life which is why we've launched the Pedigree Adoption Drive™ campaign. Our goal is to raise \$500,000 which will be used to assist shelter dogs – be that for vet costs, vaccinations, shelter and food for approximately 2,000 shelter dogs across Canada to find loving homes.

The Pedigree Adoption Drive™ campaign is a year-long national campaign that includes:

- 🐾 A portion of every Pedigree® product sold in 2008 will go towards helping shelter dogs
- 🐾 Partnerships with 26 animal shelters across Canada to help encourage dog adoption. The makers of Pedigree® are giving each shelter:
 - A minimum of \$5,000 for adoption-related activities
 - 200 adoption starter kits (kit includes an official adoption certificate, food, literature and other items to support a dog's healthy integration into his or her new home)
 - A digital camera for each shelter to be used as a tool to help the shelter communicate to wider audiences. For example, the shelters are encouraged to take photos of dogs available for adoption and post them on their websites or to highlight the successful matches by showing images of ,of adopted dogs with their new families
 - Promotion of each shelter at mypedigree.ca, where they can feature pertinent information helpful to promoting and facilitating the adoption process
 - 'Shelter of the Month' to be featured regularly on mypedigree.ca
- 🐾 National media campaign to raise awareness of the plight of shelter dogs
- 🐾 Consumer contests and activities that encourage dog lovers to make donations or consider adopting a shelter dog
- 🐾 Opportunities for consumers to participate at store level (via pick-me cards, etc.)
- 🐾 Retailer donations to the Pedigree Adoption Drive™ campaign
- 🐾 Public outreach with Campaign spokesperson Kurt Browning

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For more information on how to adopt a dog into your home, visit www.mypedigree.ca

For further information, please contact:

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