



PEDIGREE ADOPTION DRIVE® CAMPAIGN FAST FACTS

PEDIGREE ADOPTION DRIVE® Campaign:

- The PEDIGREE ADOPTION DRIVE® campaign launched in Canada in 2008. Since then, the makers of PEDIGREE® have donated \$1,025,000 CDN to animal shelters across the country
- In 2012, the makers of PEDIGREE® will donate a portion of the proceeds, up to \$150,000 CDN, from the sale of each bag of specially-marked PEDIGREE® dry food for dogs to 30 partner shelters in Canada
- The PEDIGREE ADOPTION DRIVE® campaign partner shelters can use the donation for any items they require, including food, medical expenses and operating costs
- While the makers of PEDIGREE® support the partner shelters year-round, the 2012 PEDIGREE ADOPTION DRIVE® campaign launches Wednesday, September 19 and runs until December 31, 2012
- For more information on the PEDIGREE ADOPTION DRIVE® campaign and adopting a dog, visit www.mypedigree.ca/adoption

PEDIGREE ADOPTION DRIVE® CAMPAIGN

Campaign Wants Canadians to Buy a Bag, Help Shelter Dogs

September 19, 2012 (Toronto, ON) – Every year, thousands of dogs find themselves living in animal shelters. While some shelter dogs are lucky enough to find new forever families, there are countless others that continue to live in shelters without their own beds, toys and owners.

It's for those loveable dogs that the makers of PEDIGREE® are bringing back the PEDIGREE ADOPTION DRIVE® campaign for a fifth consecutive year, and between

2008 and the end of 2012, will have donated more than \$1 million CDN to animal shelters across Canada, through the campaign.

For the fifth anniversary, the makers of PEDIGREE® have partnered with 30 Canadian animal shelters, platinum selling, Juno Award-winning, Canadian pop music icon and producer Shawn Desman and Olympic gold medalists Team Kevin Martin to help shelter animals, in the care of shelters, have a second chance at finding loving homes. The campaign aims to show that shelter dogs are good dogs, and enable and empower Canadians to help them by adopting, donating and volunteering.

“There are just too many dogs across Canada without a best friend to love them back,” said Desman. “Animal shelters are the cornerstone to helping these homeless dogs find loving and caring families, and I’m thrilled to be a part of the 2012 PEDIGREE ADOPTION DRIVE® campaign to help raise awareness for the importance of dog adoption.”

During the 2012 PEDIGREE ADOPTION DRIVE® campaign, the makers of PEDIGREE® will donate a portion of the proceeds, up to \$150,000 CDN in 2012, from the sale of specially-marked PEDIGREE® dry food for dogs to 30 Canadian partner animal shelters.

“Canadians are dog lovers and, through this year’s buy a bag, help shelter dogs, PEDIGREE ADOPTION DRIVE® campaign, they can play a role in helping love other less-fortunate dogs,” said Eric Shelton, Brand Leader, PEDIGREE®, Mars Canada Inc. “Thousands of dogs depend on animal shelters to provide them with a safe environment while they wait for a new family to adopt them. By donating a portion of the proceeds from the sale of each bag of specially-marked PEDIGREE® dry food for dogs, we are helping our partner animal shelters continue to provide a comfortable environment for homeless animals.”

To learn more about the 2012 PEDIGREE ADOPTION DRIVE® campaign including how to help shelter dogs, please visit www.mypedigree.ca/adoption. You can also join the conversation at www.facebook.com/pedigreecanada.

About the PEDIGREE ADOPTION DRIVE® Campaign

The makers of PEDIGREE® have launched the fifth annual PEDIGREE ADOPTION DRIVE® campaign to show that shelter dogs are good dogs, and enable and empower Canadians to help them by adopting, volunteering and donating. Since its inception in 2008 the PEDIGREE ADOPTION DRIVE® campaign has raised \$875,000 CDN, and with the commitment to donate an additional maximum of \$150,000 in 2012, the

PEDIGREE ADOPTION DRIVE® campaign will have raised \$1,025,000 CDN to help shelter dogs, in the care of shelters, find loving homes. The 30 PEDIGREE® partner shelters may use the donation for the items they require most in their own shelter, including medical needs, food, blankets, toys and operating expenses.

About the PEDIGREE® brand

PEDIGREE® is the number one brand of dog food in the world offering a wide variety of products for different dog life stages. As an innovative market leader, the makers of PEDIGREE® are at the forefront of dog nutrition and understand dog owner needs by providing a range of innovative food products and resources. PEDIGREE® products are available at grocery, pet specialty and mass merchandise outlets.

For more information on the PEDIGREE® brand, please visit www.mypedigree.ca.

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PEDIGREE® Partner Shelters

[Mae Bachur Animal Shelter](#)

Whitehorse, YT

[Turtle Gardens Animal Rescue](#)

Topley, BC

[Coquitlam Animal Shelter](#)

Coquitlam, BC

[Langley Animal Protection Society \(LAPS\)](#)

Abdergrove, BC

[Senior Animals In Need Today Society](#)

Mission, BC

[Creston Pet Adoption and Welfare Society \(PAWS\)](#)

Creston, BC

[Peace Regional SPCA](#)

Peace River, AB

[Grande Prairie & District SPCA](#)

Grande Prairie, AB

[Edmonton Humane Society](#)

Edmonton, AB

[Pincher Creek Humane Society/SPCA](#)

Pincher Creek, AB

[Saskatoon SPCA](#)

Grasswood, SK

[Estevan Humane Society](#)

Estevan, SK

[Brandon Humane Society](#)

Brandon, MB

[D'Arcy's Animal Rescue Centre](#)

Winnipeg, MB

[Winnipeg Pet Rescue Shelter](#)

Winnipeg, MB

[Thunder Bay & District Humane Society](#)

Thunder Bay, ON

[London Humane Society](#)

London, ON

[City of Caledon Animal Shelter](#)

Caledon, ON

[Niagara Falls Humane Society](#)

Niagara Falls, ON

[Humane Society of Durham Region](#)

Whitby, ON

[Peterborough Humane Society](#)

Peterborough, ON

[Arnprior & District SPCA](#)

Arnprior, ON

[SPCA de L'Ouest du Quebec](#)

Gatineau, QC

[SPCA Laurentides-Labelle](#)

Gatineau, QC

[Animatch](#)

Les Cedres, QC

[Gerdy's Rescues & Adoptions](#)

Chomedey-Laval, QC

[Carleton County Animal Shelter](#)

Debec, NB

[Yarmouth SPCA](#)

Yarmouth, NS

[Cape Breton SPCA](#)

Sydney, NS

[Gander and Area SPCA](#)

Gander, NL