

Holiday Gift-Giving

Holiday Help For Homeless Dogs

(NAPSA)—Once again it's time to embrace the gift-giving spirit of the season. It's also the perfect time to give back and make a difference. Each year, millions of dogs end up at shelters across the country, and sadly, only one out of every two ever finds a permanent home. Pedigree and PetSmart Charities have partnered to raise awareness and money for dog adoption so more of our four-legged friends can find a home for the holidays.

In the spirit of holiday giving, Pedigree recently presented PetSmart Charities with a check in the amount of \$200,000 in recognition of funds raised over the course of the year through two unique programs aimed at mobilizing people to come to the aid of the nation's homeless dogs.

To continue spreading holiday cheer throughout this holiday season, exclusive dog- and cat-themed wrapping paper will be sold for \$1 in all PetSmart stores and online at PetSmart.com. Because all proceeds generated from sales of the holiday gift wrap will benefit animal welfare programs across the U.S. and Canada, consumers will be wrapping their holiday gifts with another gift—hope for the millions of homeless dogs across the country.

"It's a tragedy that so many healthy, lovable dogs are abandoned throughout the year," commented Rob Leibowitz, vice president of marketing for Mars Petcare US. "Every dog deserves a lifelong, loving home, and the holidays are the perfect time to welcome one into your family, if you're ready."

Dogs are amazing animals full



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of love and energy, and giving a homeless dog a new lease on life can be a rewarding experience. However, adopting a dog is a decision that should not be taken lightly. Before bringing a new dog into your home, here are some simple things to consider:

- Consider the financial commitment of a new dog. New dogs require food, leashes, collars, toys, grooming supplies, bedding and medical treatment. Make sure you'll have the resources to pay for your dog throughout its life.

- Research a variety of different breeds to determine which one is best suited for your lifestyle. Consider what you're looking for in a future pet. Do you live in an apartment or a house? Do you want a lap dog or a running partner?

- Dogs are like people—they need time to adjust to new surroundings. Bringing your dog home for the first time will be an exciting moment for you, but it

can also be a stressful time for your dog. Try not to overwhelm him with too much attention right away. Give him a chance to settle in, and make sure he has a quiet place where he can retreat if he wants to be by himself.

- Share the Love! If you want to live with a pet but aren't ready for a long-term commitment (10-20 years), consider a short-term assignment as a foster parent. This is a good opportunity to test the waters of pet parenthood and help you make that important decision whether or not to adopt.

Pedigree and PetSmart Charities both believe that every dog deserves a permanent place to live, and with their combined efforts, the hope is that more of the country's canine companions will find themselves in loving homes. To learn more about adoption, find a shelter near you and/or make a donation, visit pedigree.com and petsmartcharities.org.