

Iams Adoption Drive Ups its Goals

Home 4 the Holidays program aims for another record-breaking year.

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The Iams Home 4 the Holidays pet adoption drive is looking to make history again this year.

During the 2005 adoption drive, which ended Jan. 2, 2006, a record-setting 328,777 animals found homes through a nationwide network of animal shelters. The group's 2006 goal? 350,000 animals.

The program, which was founded by the Helen Woodward Animal Center in 1999 with 14 animal shelters in San Diego, Calif., has some powerful help this year: actresses Diane Keaton and Kristen Bell, the star of "Veronica Mars," will serve as spokespeople.

"I'm honored to be a part of such an enormous life-saving effort," said Bell, who has three rescue dogs, including a black Labrador Retriever who survived Hurricane Katrina. "I applaud all the shelter and rescue groups who have made this program the success that it is."

Two-thousand shelters across the country will participate in this year's program, which ends Jan. 2, 2007.

The Helen Woodward Animal Center and Iams were recognized this year with the Gold Halo Award for Best Environmental/Wildlife Campaign from the Cause Marketing Forum, which recognizes programs that provide resources for nonprofit partners.

Visit www.home4theholidays.com to learn more and to find a participating shelter in your area.