

Dog Collars Help Pets in Natural Disasters

Paws to Save Pets program raises funds for emergency response efforts.

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A blue and black dog collar has made it possible for the Paws to Save Pets program to support natural disaster preparedness and response efforts for families with pets throughout the United States. This holiday season, Merial, the maker of Heartgard and Frontline brand products, is bringing back the limited edition dog collars.

Featuring the Paws to Save Pets blue ribbon logo, the collars make for a stylish “gift of hope,” said Hal Little, DVM, of Merial. “Through the support of our veterinary customers on fundraisers like this, the Paws to Save Pets program has benefited thousands of pets, pet shelters, and clinics that have suffered during natural disasters,” Little said.

The proceeds from the sale of the collars will go to benefit the Paws to Save Pets program, which has assisted pet rescue efforts during floods, hurricanes, tornadoes and wildfires through its partner organizations, Petfinder.com Foundation and the American Veterinary Medical Foundation.

“Petfinder.com Foundation is extremely thankful for the long-lasting relationship we have with the Paws to Save Pets program,” said Betsy Saul, co-founder of Petfinder.com. “Through this program we’ve been able to award grants to shelters throughout the country enabling them to prepare for weather-related catastrophes.”

This year, more than \$1 million worth of disaster preparedness items was contributed to shelters and clinics, including generators, emergency lights, back-up communication equipment, repairs and replacements of storm shelters and storage units for emergency supplies.

“Due in part to support from the Paws to Save Pets program, the AVMF helps support veterinarians and their animal clients through grants and the deployment of Medical Assistance Teams during disasters,” said Michael Cathey, executive director, AVMF. “We are also able to assist in disaster-prone regions through training programs and development of evacuation plans.”

Through the help of Merial’s veterinary customers, the Paws to Save Pets program has raised more than \$3 million in cash and products since 2005.