

Holiday Adoption Drive Saves 1.2 Million Pets

Animal organizations worked together to exceed 2008's pet adoption goal.

Posted: January 16, 2009, 5 a.m. EST

More than a million animals have been adopted into new families thanks to Iams Home 4 the Holidays, a three-month initiative that began in October.

The pet adoption program, also known as IH4TH, partners thousands of animal organizations dedicated to finding homes for orphaned pets around the world. As of Jan. 5, this annual campaign found homes for 1.2 million animals.

Of that number, 543,569 of the pets are cats, with 591,533 dogs. Other animals, such as rabbits, reptiles, and birds, accounted for 67,649.

Seventeen countries participated in the adoption drive, which enlisted the help of award-winning actress and pet adoption advocate, Felicity Huffman. As its North American Ambassador, she helped inspire others to open their homes to a pet in need.

Together with founding partner Helen Woodward Animal Center, 3,500 worldwide animal organizations, and Huffman, Iams Home 4 the Holidays has helped save the lives of more than 3 million animals since it began in 1999.

"I am so honored to have been part of this important cause – it's amazing to think of the impact we've made on the lives of so many pets," Huffman said in a statement. "I'm sure all of these new pet owners will experience the same feelings of joy and reward that my family and I feel from our adopted dog Tucker."