



Pedigree, 'Hotel for Dogs' Team Up for Shelter Dogs

Partnership aims to spotlight the cause of pet adoption and homeless animals.

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With the release of the new film "Hotel for Dogs," the Pedigree dog food brand plans to make a difference for shelter dogs. The pet food company partnered with DreamWorks Pictures, Nickelodeon Movies, and Paramount Pictures to help shine a spotlight on the cause of dog adoption.

The family comedy-adventure movie, based on the Lois Duncan book of the same name, centers on two siblings who transform an old hotel into a canine paradise for the pet dog they're asked to surrender – and eventually for his stray four-legged friends.

"This is a truly perfect partnership," said LeeAnne Stables, executive vice president, Worldwide Marketing Partnerships, Paramount Pictures, "given their longstanding commitment to shelter dogs."

The movie will serve as a fundraising effort for homeless animals, and will feature the motto: "See the movie. Help a dog." For every ticket purchased to "Hotel for Dogs," the pet food company will make a donation to help shelter dogs, up to \$250,000.

More than 4 million dogs end up in shelters and breed rescues each year, and nearly half of those animals don't find a home, a trend that Pedigree and the new movie together want to see reversed by rallying the public nationwide.