



## Dog Food Company Unveils Bow-Wow Bailout

**Nationwide event offers free kibble to dog owners in need.**

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A bailout plan for dogs has been unveiled to ensure that canines don't go hungry during these troubled economic times.

Dogswell, a private pet food company in Los Angeles, Calif., said it's doing its part for unemployed American pet owners with the nationwide Bow-Wow Bailout. From now through May 15, the company will offer one free bag of dry dog food to the first 10,000 eligible people.

"There are so many families forced to turn in their pet to a shelter just because they can't afford it," said Natalie Barr, Dogswell marketing manager. "We see the need."

By shipping a large bag of dog food to needy pet owners, the company hopes to give people an opportunity to keep their animals home while they work on improving their financial situation, Barr said. The company has set a goal of giving away a total of 10,000 bags of its dog food, or \$200,000 worth.

There are no fees to participate in the bailout – no bones attached, the company said. To take advantage of this free opportunity, pet owners must submit a Bow-Wow Bailout redemption form, available at the company's website.