

Worldwide Dog Adoption Drive Kicks Off

Iams Home 4 the Holidays begins its push to have 1.5 million pets adopted by January.

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Iams Home 4 the Holidays kicked off its 2009 pet adoption campaign Oct. 1. The program, which runs until Jan. 4, aims to find homes for 1.5 million homeless animals this holiday season.

Over the past decade, IH4TH has helped 3 million animals find homes, with more than 1.2 million pets adopted into new families last year alone.

Actress Hilary Swank along with founding partner Helen Woodward Animal Center and nearly 3,500 animal organizations from around the world are helping shine the spotlight on the need for pet adoption.

IH4TH provides resources and tips to help new or soon-to-be pet owners make thoughtful and informed decisions about adoption. Every family who adopts a pet through the program will receive an Iams adoption kit and DVD with information about nutrition, training and proper care.

Swank has two adopted dogs herself. Karoo is a Corgi-mix who was rescued a few years ago from the roadside in South Africa and Rumi is a Golden Retriever-mix who was adopted last October.

"It's so rewarding to look in an adopted animal's eyes and see how thankful they are that you saved their life," Swank said. "I am a true believer in pet adoption and have rescued many animals throughout my life. I hope everyone will join our mission this holiday season so more pets can experience the gift of love and family."

Iams works with all of the partnering organizations to ensure they have the tools needed to promote themselves and their pets. For example, there is a how-to-guide that includes template materials, guides for event planning and tips for working within their local communities. Iams has also established a dedicated toll-free number for animal organizations to call seven days a week for help and guidance with adoption needs and questions.