



## Charities Raise \$200,000 for Adoption Programs

**Joint fundraising efforts between Pedigree and PetSmart Charities result in a \$200,000 donation toward dog adoption programs.**

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Rob Leibowitz of Pedigree presents Susana Della Maddalena, executive director of PetSmart Charities, with a check for \$200,000 to benefit rescue and shelter dogs nationwide. Rob Leibowitz, vice president of marketing for Mars Petcare, presented the \$200,000 check to PetSmart Charities Nov. 11, 2007, at a NASCAR race in Phoenix, Ariz.

The funds were raised during the last year through joint initiatives by Pedigree and PetSmart. In one such program, Pedigree donated \$5 for every 24 cans of Pedigree dog food sold at PetSmart during the months of September and October 2007.

Both groups will continue fundraising efforts through sales of dog- and cat-themed holiday wrapping at PetSmart stores and its website during the holiday season. The wrapping paper went on sale Nov. 5.

PetSmart Charities has facilitated 3.1 million cat and dog adoptions through its in-store programs, and it also provides grants to animal welfare programs.