



Del Monte Sponsors Pennsylvania Animal Shelter

Dog food manufacturer Del Monte will provide food and snacks to the animal rescue and sponsor its annual events.

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Animal Friends, a Pittsburgh, Pa., animal rescue and education center, gained a new partner in Del Monte Pet Products when the company agreed to be its official food sponsor for the next three years.

Although its consumer division is based in San Francisco, the bulk of Del Monte's pet operations are based in Pittsburgh, which allowed it to develop a strong relationship with the animal center over the last few years, according to Jeff Waters, senior vice president of marketing for Del Monte Pet Products.

Del Monte employees regularly volunteer and adopt animals through the shelter, says Waters. Del Monte, which also holds a seat on Animal Friends' board of directors, was also involved in many previous fund-raising events, he said.

In the new partnership, the pet food company will provide various brands of its food and snacks to be fed to Animal Friends' dog and cat residents; used during training sessions; and sold in the shelter's on-site retail store. Del Monte will also be the signature sponsor of Animal Friends' various annual events, including the Mutt Strut, Bark in the Park, Black Tie & Tails and the Annual Pet Telethon. Animal Friends estimates it places 2,500 dogs, cats and rabbits into new homes each year.

In addition to shelter and adoption, the center offers low-cost spay and neuter services, humane education, health and wellness programs, lost and found services and pet-friendly events.