



Iams Home 4 the Holidays Pet Adoption Drive Kicks Off

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The annual Iams Home 4 the Holidays animal adoption campaign, running through Jan. 2, expects to mark its one millionth pet adoption since the drive was founded in Southern California in 1999.

Worldwide, 1,800 animal shelters and rescue groups are participating in this years drive, and hope to find homes for 350,000 pets. Iams provides food samples and information about pet care and training with each adopted pet.

Actress Diane Keaton, campaign spokesperson, has been involved in the program since 2001. I've watched it grow to the point where 313,000 orphaned pets found homes during last years campaign, she said.

Iams representative Kelly Vanasse said many of the pets needing homes this year were left homeless by the Gulf Coast hurricanes.

Fourteen shelters in San Diego County, Calif., participated in the first Home 4 the Holidays pet adoption drive founded by the private Helen Woodward Animal Shelter in Rancho Santa Fe, Calif.

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