

Dogs Ring NYSE Opening Bell

The event was part of a campaign to raise awareness for dog adoptions.

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Photo courtesy Stuart Ramson/Iams On Christmas Eve morning, the New York Stock Exchange (NYSE) deviated from business as usual to accommodate a few furry canines on the exchange floor who helped ring the opening bell in an effort to raise awareness for pet adoptions.

The NYSE event was part of the Iams Home for the Holidays campaign, which aims to find loving homes for more than 415,000 pets this holiday season. Representatives from Iams Dog and Cat Foods as well as the Helen Woodward Animal Center (HWAC) joined the seven dogs at the podium to ring the opening bell.

The HWAC in Rancho Santa Fe, Calif., founded the campaign in 1999, which is supported by Iams. To date, the campaign has found homes for 1.75 million pets.

The holiday adoption drive runs through Jan. 3. For more information, log on to www.iamshome4theholidays.org.