



## Online 'Ribbon Rally' Helps Dogs in Need

**For each person that places a ribbon on the site's virtual map, a donation will be made to help dogs.**

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A new website provides people with an interactive way to help dogs in need. Launched by Merial, an animal health company that produces pharmaceutical products and vaccines, the site features an interactive map of the United States that allows visitors to place a ribbon on their home state. Merial will make a 25-cent donation to Paws to Save Pets for every virtual ribbon that is placed on the map. Another 25 cents will be donated for every visitor that sends e-mails using the "Tell a friend" link.

The goal of the online rally is to raise \$100,000 for Paws to Save Pets, a program that benefits the Petfinder.com Foundation and the American Veterinary Medical Foundation. Initially created as Race to Save Pets, which provided help to the injured and abandoned animals of Hurricane Katrina, Paws to Save Pets now runs as an ongoing campaign to help animals.

"The Paws to Save Pets ribbon rally is one more example of Merial's commitment to helping pets in need," says Merial spokesperson Zack Mills, DVM. "We hope that pet lovers across America will help do their part by getting involved with the rally and encouraging their friends to do the same."

Donations are used to respond to emergencies, purchase vital equipment, support animal shelters and veterinary medical assistance teams in disaster areas, and provide public education on disaster preparedness. The program has raised over \$2 million since 2005.

To add a ribbon, visit [www.pawsribbonrally.org](http://www.pawsribbonrally.org).