



Pedigree's 12 Dog Stars Find Homes

The last of the dozen dogs featured in Pedigree's dog adoption ad campaign has a new home.

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The last of the 12 dogs in Pedigree's multimillion-dollar dog adoption advertising campaign has found a home, the company recently reported. Echo, a tan-colored Border Collie mix who once resided in a Los Angeles-area shelter, now lives in a Southern California home overlooking the Pacific Ocean. According to Pedigree, Echo enjoys a big backyard, nature walks, loving adoptive parents, and other pet siblings – one dog, one bird, two cats, and a dozen exotic fish.

Pedigree, however, hopes to help more homeless dogs by raising money through its advertising campaign and donations, local adoption events, and sales of its products. It opened the Pedigree Adoption Drive Foundation this year, and expects the charity to channel \$2 million to dog shelters this year, \$1 million of which will come from Pedigree's own donations and sales.

The high-profile campaign officially kicked off with commercials aired during New York City's Westminster Kennel Club Dog Show this February.

Kate Walsh of ABC's "Private Practice" lent a little star power to the campaign when she cut the ribbon on a Pedigree pop-up store and adoption center near Times Square that opened in the week prior to and following Westminster. Walsh spoke about the campaign in subsequent media appearances, and nearly 40,000 people passed through the tent in two weeks, adopting 30 dogs.

The campaign's website (Dogsrule.com) offers videos and merchandise to aid the campaign and allows pet owners to make direct donations to the cause.

Consumers are responding to the "authenticity" of the ads with hundreds of phone calls and e-mails, said John Anton, director of Pedigree brand marketing.

"It's heartwarming to know that Americans share our immense love for dogs, and we are delighted to let them know each of the dogs appearing in our campaign, including Echo, have been adopted into loving homes," he said.

A pet owner who adopts a dog from any shelter is eligible to receive a free, one-month supply of dog food from the Dogsrule website. Anton said he expected thousands of pet owners to take advantage of that opportunity this year.