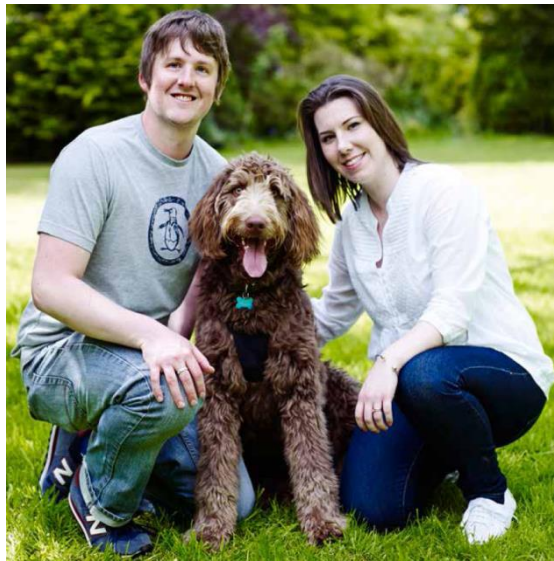




where pets come first

A LIFETIME OF PRIZES FOR LOCAL DOG JIM **Sheffield Labradoodle stars in a film about pets, made by pets...**



Jim, a local dog, has been chosen to star in Pets at Home's brand new advertising campaign, My Pet Moments.

The retailer launched a search for real life footage of pets in February, after which Faye Senior, Jim's owner, entered a short video of his antics.

Jim was chosen from more than 13,000 entries to appear in the film, which is online and being shared on social media. Not only does Jim star in the ad, he also won a competition for a lifetime of prizes.

Jim, who lives with owners Faye and Richard in Sheffield, is filmed being cheeky and trying to pull Faye's sock off. Pets at Home picked the clip out as their favourite and awarded Jim with a lifetime's supply of pet food, grooming and vaccinations from his local store.

Faye explained: "We took loads of clips of Jim, we love getting him on camera as he's very good natured with children and adults. He really brings a little something extra to our family.

"We are absolutely thrilled for Jim to receive a lifetime of prizes; it sounds cliché but he's always there for us when we get home from work with his tail wagging; he's just a lovely dog!"

Faye and Richard got Jim, a Labradoodle, from a private breeder: he is now just ten months old.

Scott Jefferson, marketing director at Pets at Home, said: “My Pet Moments has been created by Pets at Home to celebrate the unique relationship UK pet owners have with their pets. Pet ownership is full of happy times and we could see this from Jim’s clip. We certainly got to see a side of his cheeky, humorous personality.

“Faye and Richard, like a lot of other pet owners, were excited to share their favourite pet moments and we have been truly overwhelmed by the response to the campaign. The film is honest, funny and emotional all at the same time; it truly showcases the wonderful experience of having a pet.”

My Pet Moments is the work of Pets at Home and aims to celebrate and support the unique relationship UK pet owners have with their pets, from happy, playful moments to the other moments – from fur balls to vet visits.

This is the first time the retailer has used crowd-sourcing as a technique to create an advertising campaign and the response was tremendous.

The film was created from thousands of hours of real footage submitted by pet owners all over the UK. The film is available to watch in full [here](#).

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For more information please contact Pets at Home’s PR team on 0161 236 2277 or prpets@havasww.com

Notes to Editors:

Pets at Home offers great products, tips and advice to keep your pet happy and healthy. From specialist pet food to toys and training aids, there is everything a pet owner could wish for and more.

There are over 370 Pets at Home stores across the UK. Log onto www.petsathome.com to find your nearest store and for further information.

Pets at Home are proud winners of The Sunday Times Top 25 Best Big Companies to Work for in 2013.