



where pets come first

STRIKE A PAWS

PETS AT HOME FIND THE NEXT TOP DOG MODELS

Pets at Home recently launched a national competition to find the next top dog models in the UK and twelve lucky winners have now been chosen to become the face of the next Autumn/Winter Pets at Home dog fashion collection.

More than 1,700 dogs entered and a panel of judges chose finalists for each of the six size categories. The winners, voted for by the Pets at Home Facebook community, were the top two dogs in each of the six categories that received the most Facebook 'likes'.

The competition, set up in conjunction with Pets at Home's VIP (Very Important Pets) club, gave diva dogs an opportunity to strut their stuff on the 'dog walk' in the retailer's new Autumn/Winter fashion collection.

The twelve hot to trot pooches will feature on promotional material online, in more than 370 stores nationwide and will also be featured in the July issue of the VIP magazine.

Scott Jefferson, marketing director at Pets at Home said: "This is the second time we've run the Strike a Paws competition and the amount of interest we received this year has been fantastic. It's great to see such a variety of dogs posing in the new Autumn/Winter range and I can't wait to see their images in our 370 stores and online when the range launches."

Pets at Home's VIP club launched in November 2012 and has quickly become one of the UK's fastest growing loyalty programmes, gaining more than 2 million members in just over 18 months.

The scheme enables shoppers to convert the points they receive into much-needed support for a local or national animal charity of their choice, and has so far seen over £1,000,000 donated. Every time a VIP club member swipes their card when making a purchase in store or online, they collect

points, called VIP Lifelines, which the charities can redeem against essential supplies such as food and bedding.

-ENDS-

For more information please contact the Pets at Home press team at Havas PR 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 more than 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.