GENEROUS CUSTOMERS MAKE A DONATION TO SANTA PAWS

Not every pet is lucky enough to be treated this Christmas and that’s why Pets at Home in Durham launched its Santa Paws appeal, through Support Adoption For Pets, to collect gifts and donations for abandoned animals this festive season.

Throughout December, the store has been encouraging customers to buy an extra gift or make a donation to benefit a needy pet at a local animal rescue.

To date, generous customers have donated more than 2,000 tins of dog food and 1,200 tins of cat food.

This Saturday, 24 December at 12pm, representatives from animal rescue Stray Aid and Tendercare Cattery in Durham will be coming in to store to collect the food, which will make a huge difference to the dogs and cats in the rescue’s care this festive season.

Store manager, Suzanne Owen, comments: “Pet owners love to treat their own pets at Christmas time, however, it’s important to remember that not all pets will be so fortunate this December. That’s why we’ve been asking customers to once again support our Santa Paws campaign.

“We’ve been amazed by just how generous our customers have been this year and I can’t thank them enough.”

Support Adoption For Pets has raised more than £1.3 million in the past 12 months thanks to the fundraising efforts of store colleagues and customers. The money has been used to provide financial support to animal welfare charities and local re-homing centres across the UK.

There are dedicated Adoption Centres in more than 280 of Pets at Home’s stores across the UK. These centres are home to a range of different pets, such as rabbits, guinea pigs, hamsters and other small animals, all looking for a second chance of happiness, often due to a change in their owner’s circumstances.
The charity helped more than 400 re-homing centres and animal welfare organisations in the UK during 2010.

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For more information, please contact Suzi Burns at Euro RSCG PR on 0161 234 9774 or email suzi.burns@eurorscg.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 300 Pets at Home stores across the UK. Log onto www.petsathome.com to find your nearest store and for further information

Winner of Speciality Retailer of the Year and Employer of the Year at the Retail Week Awards 2010.