Pets at Home in <<area>> will kick off its nationwide spring fundraising appeal on Wednesday, 17 April.

For four weeks, the store team will be working to raise money for local animal rescues in an initiative being run by Pets at Home’s charity, Support Adoption For Pets.

Store manager, <<name>> explains; “We will be holding a number of activities in store over the course of the appeal to help us raise much needed funds for local animal rescues. We’re also selling raffle tickets and there are some fantastic prizes to be won!”

Prizes include £1,000 worth of Thomson Holiday vouchers kindly donated by Purina ProPlan cat and dog food, a 40” HD TV, an iPad Mini, £300 worth of Marriott hotel vouchers, a digital camera, free pet food for a year, a trip to meet the Meerkats or a 30 second trolley dash in store.

Customers can also choose to take part in the ‘Round up to a £1’ initiative, whereby they opt to round up the cost of their purchases to a £1, with the difference being donated to the appeal.

All the money raised will be donated to animal rescues in <<area>>, which are working hard to rescue and re-home abandoned animals.

<<name>>, continues: “Our customers are animal lovers, just like us, and share our passion for pets – so I know they will donate what they can to the cause.”

Support Adoption For Pets has raised more than £1.8 million in the past 12 months thanks to the fundraising efforts of store colleagues and customers through regular fundraising events.

The charity helped more than 450 re-homing centres and animal welfare organisations in the UK during 2012.
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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 345 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.

Support Adoption For Pets has raised more than £1.8 million in the past 12 months thanks to the fundraising efforts of our 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 330 of Pets at Home’s 345 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.

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