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FOR IMMEDIATE RELEASE

***Petfood Industry* magazine facilitates donation to local animal shelter**

PEDIGREE® Brand donates \$1,000 to Noah's Ark Animal Sanctuary as part of its *Every Dog Deserves* Campaign

Rockford, IL – August 17, 2011 – *Petfood Industry* magazine recently facilitated a \$1,000 donation to Noah's Ark Animal Sanctuary in Rockford, Ill., through the PEDIGREE® Brand *Every Dog Deserves* Campaign.

Throughout the month of June, PEDIGREE® Food for Dogs encouraged dog lovers around the country to help feed shelter dogs by visiting Facebook (Facebook.com/pedigree) or Twitter (@PedigreeUS) to share what they thought *Every Dog Deserves*. For every social media engagement tracked, the PEDIGREE® Brand donated a pound of its new dry food recipe to shelter dogs, up to 100,000 pounds of food.

In an effort to help spread the word about the *Every Dog Deserves* program, PEDIGREE® Brand reached out to Jessica Taylor, Managing Editor of *Petfood Industry*, and encouraged her to share the information with readers. Taylor and the *Petfood Industry* staff then promoted the program through its website, blog, Facebook page and Twitter account. In exchange for its assistance in promoting the campaign, PEDIGREE® offered to make a \$1,000 donation to the animal shelter of Taylor's choosing.

"*Petfood Industry* was thrilled to spread the word about a program that supported such a worthy cause," says Jessica Taylor, Managing Editor of *Petfood Industry*. "I am so pleased our efforts were able to facilitate a donation to a wonderful local organization like Noah's Ark, located just down the street from our corporate office in downtown Rockford."

"Noah's Ark Animal Sanctuary is extremely grateful to PEDIGREE® for the \$1,000 gift," says Mike Schaer, Executive Director of Noah's Ark Animal Sanctuary. "This money will be used for medical expenses for several dogs and cats in our care."

**About *Petfood Industry***

*Petfood Industry* magazine is the leading global information source for the petfood manufacturing industry, connecting manufacturing organizations with their supplier counterparts. For more information, visit [www.petfoodindustry.com](http://www.petfoodindustry.com).

**About WATT**

Established in 1917, WATT is a content company that provides business-to-business knowledge and solutions to the agribusiness industry. WATT bring buyers and sellers in the poultry, pig, feed and petfood industries together with its leading content distributed through a wide array of media channels. WATT is the parent company of *Petfood Industry* and eight additional agribusiness titles. For more information, visit [www.wattnet.com](http://www.wattnet.com).