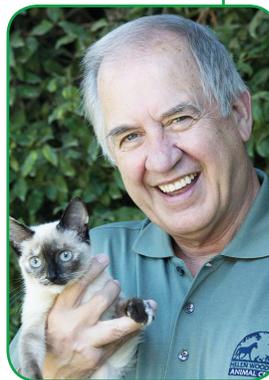


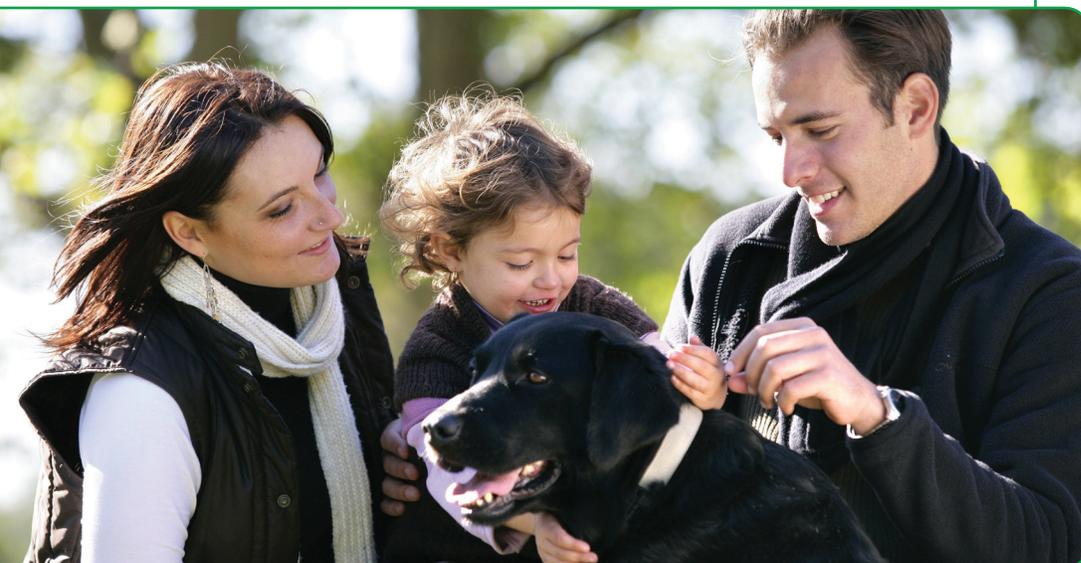
# Iams Home 4 the Holidays

- ❖ As many as **8 million animals are homeless in North America** and more than **half of them are euthanized** each year due to shelter overcrowding. To help eradicate this problem, **Helen Woodward Animal Center began a program** that has grown to become **one of the most successful pet adoption programs in the world.**
- ❖ In 1999, **Iams Home 4 the Holidays** was launched to educate people about the **importance of pet adoption.** That year, there were 14 participating animal organizations and 2,563 animals were adopted into loving homes. Today, **more than 3,500 adoption organizations from 21 countries** are dedicated to helping orphaned pets through Iams Home 4 the Holidays.



According to Mike Arms – founder of Iams Home 4 the Holidays and president of Helen Woodward Animal Center – it’s important to ask yourself the following questions before considering adopting a new pet:

1. Why do I want to adopt a pet?
2. Am I/my family ready to make a long-term commitment?
3. Will I be able to spend quality time with my new pet?
4. Do I know what kind of pet is right for me?
5. Can I afford to care for my new pet’s health and safety?
6. Is my home adequate for a new pet?
7. Will I train my new animal companion?



## About The Program

- ❖ Iams Home 4 the Holidays runs from October 1, 2010 through January 4, 2011
- ❖ The goal of the program is to help 1.5 million orphaned animals find permanent, loving homes
- ❖ Visit [www.facebook.com/iams](http://www.facebook.com/iams) to follow our Adoption Angels, help donate food to shelters, find a potential pet or look for other ways to get involved
- ❖ Follow our Adoption Angels, new pet parents being documented on the Facebook page as they go through the journey of adopting and beginning their lives with a new pet
- ❖ For every specially marked package of Iams dog or cat food purchased during the campaign Iams will make a donation of one bowl of food for each bag purchased to a shelter in need
- ❖ Everyone who adopts through the program will receive helpful information to help prepare them for their new furry family member, including: coupons for great savings on pet food and other pet-related products, and tips and information ranging from training to pet care and nutrition

