



## **Blue Buffalo Named Official Dog Food for Fidelco Guide Foundation Training Program**

***Partnership fuels guide dogs training to assist men and women who are blind***

*Wilton, Connecticut – November 27, 2018* – Fidelco Guide Dog Foundation, a national non-profit charitable organization based in Connecticut, announced today that Blue Buffalo, the nation's leading natural pet food company, will now provide nutrition for all dogs in the Fidelco Guide Dog training program.

Fidelco Guide Dog Foundation breeds and trains an elite force of German Shepherd Dogs to provide increased independence and mobility for men and women who are blind.

Fidelco German Shepherd guide dogs support exceptional people who are blind – teachers, first responders, Paralympians, college students and military heroes – to maintain or regain their independence in a world that presumes that everyone has the gift of sight. Thanks to the compassionate generosity of donors and sponsors, all Fidelco guide dogs are given free to all clients.

“Fidelco Guide Dogs is the only guide dog organization in the world that exclusively breeds, trains and places German Shepherd guide dogs,” said Eliot Russman, President and CEO. “By partnering with Blue Buffalo, we’re able to provide our elite guide dogs with high quality nutrition to support their superior intelligence, temperament and stamina that drives their natural desire to work for human partners.

The Fidelco Guide Dog Foundation’s exclusive “breed within a breed” of German Shepherd Dogs receives two years and 15,000 hours of training – at a cost of \$45,000 – from birth to placement of each guide dog. Fidelco Guide Dogs also provides 24/7 client support for the entire working life of its guide dogs – typically 10 years.

“Blue Buffalo is focused on providing dogs with the highest quality natural nutrition,” said David Petrie, Vice President at Blue Buffalo. “It’s our privilege to now partner with Fidelco to provide BLUE food and treats to these amazing guide dogs that improve people’s lives every day.”

### About Fidelco Guide Dog Foundation

Fidelco Guide Dogs, based in Wilton and Bloomfield, Connecticut, is an internationally accredited guide dog organization and non-profit charitable foundation. Since 1981, Fidelco Guide Dogs has bred and placed more than 1,500 of its elite German Shepherd guide dogs across North America. Fidelco Guide Dogs pioneered In-Community Placement in the U.S. and trains all clients in the communities where they live and work. For more information, or to apply for a guide dog, visit [www.fidelco.org/](http://www.fidelco.org/).

### About Blue Buffalo

Blue Buffalo, based in Wilton, Connecticut, is the nation's leading natural pet food company, providing natural foods and treats for dogs and cats under its BLUE Life Protection Formula, BLUE Wilderness, BLUE Basics, BLUE Freedom and BLUE Natural Veterinary Diet lines. Paying tribute to its founding mission, Blue Buffalo is a leading sponsor of pet cancer awareness and critical research studies of pet cancer – including causes, treatments and the role of nutrition – at leading veterinary medical schools and clinics across the United States. For more information, visit [www.BlueBuffalo.com](http://www.BlueBuffalo.com).

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