



IAMS HOME 4 THE HOLIDAYS FACT SHEET

Iams Home 4 the Holidays 2011

- Iams Home 4 the Holidays – among the world’s most successful pet adoption programs – includes more than 3,500 partner animal organizations worldwide that are dedicated to helping place orphaned dogs and cats into happy, loving homes
- Iams Home 4 the Holidays has set a goal to place 1.5 million orphaned animals into happy and loving homes this holiday season from Oct. 1, 2011 to Jan. 3, 2012
- Visit facebook.com/iams for easy ways to get involved and help orphaned pets, including details about pets available for adoption, fun ways to donate meals to pets in need through the *Bags 4 Bowls* program and quick access to informative content and tips

About Iams Home 4 the Holidays

- Since it began in 1999, Iams Home 4 the Holidays has helped place nearly 5.8 million pets into happy homes. Last year alone, Iams Home 4 the Holidays helped more than 1.1 million families experience the joy of pet adoption
- Founded by Helen Woodward Animal Center and supported by Iams, the program began in 1999 with just 14 participating animal shelters in San Diego County. Today there are more than 3,500 shelters in 21 countries around the world helping orphaned animals find loving homes and families
- Iams is committed to this program and the mission of enhancing the well-being of dogs and cats by not only helping place orphaned pets into homes, but by bringing together people and pets for a lifetime of health, happiness and love

Program Facts

- Iams Home 4 the Holidays runs from Oct. 1, 2011 through Jan. 3, 2012
- The goal of the program is to help 1.5 million orphaned animals find permanent, loving homes
- Visit www.facebook.com/iams to find a potential pet or look for other ways to get involved
- We’re asking consumers to help us donate a total of 5 million meals through the *Bags 4 Bowls* program. 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. Consumers can also visit the Iams Facebook page and “Like” the page itself, various messages, photos, videos, etc. and in return Iams will donate up to 100 meals per “Like” or comment to feed orphaned animals.
- 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