



Houston Humane Society Chosen to Receive Donation of 10,000 Pounds of Food

Dancing with the Stars' Chelsea Kane Teams Up with Pedigree Food for Dogs to Deliver Food to Shelters Across the Country.

HOUSTON (June 24, 2011) —The Houston Humane Society has been chosen to receive 10,000 pounds of dog food as part of the Every Dog Deserves Campaign to help celebrate the launch of PEDIGREE® Brand's Best Recipe Ever. PEDIGREE has pledged to donate more than 100,000 pounds across the country, and at least 10,000 of that will help animals right here in Houston. "The donation was delivered Friday morning," says Monica Schmidt with the Houston Humane Society. "It will definitely go a long way to help feed the hundreds of homeless dogs currently in our care."

*Dancing with the Stars** finalist and Disney star Chelsea Kane has made shelter dogs and their need for leading nutrition a top priority by helping the PEDIGREE® Brand launch its *Every Dog Deserves* campaign. Dog adoption is a cause close to Kane's heart. "I'm so thrilled to be working with PEDIGREE," says Kane. "As a lifelong dog lover, I'm committed to doing everything I can to provide my dog everything she deserves. Being able to represent a program that shares my enthusiasm and strives to make a difference in the lives of dogs that need it most is so humbling."

"At PEDIGREE, our love for dogs is our driving passion. We feel an instant connection with everyone who shares our commitment, which is why we're so pleased to have Chelsea's support and star-power rallying for our cause," remarked Lisa Campbell, senior brand manager, PEDIGREE® Brand. "The *Every Dog Deserves* campaign connects all dog lovers – famous or otherwise – and gives each one a voice to make a difference in the life of a shelter dog."

Humane Happenings: HHS currently has June adoption specials to help their furry friends find loving forever homes this month. All dogs over 25 pounds have a special \$50 adoption fee, and all felines have a special 2 for 1 adoption fee of just \$50.

About the HHS: The Houston Humane Society is a private, non-profit animal welfare organization dedicated to ending cruelty, abuse and the overpopulation of animals. The HHS does NOT receive any government funding or operating funds from national animal welfare organizations, and relies solely on donations, special events and program services. For the 6th consecutive year, the HHS has received a 4-star rating from Charity Navigator.