



PEACE ON EARTH GOOD HOMES TO PETS

Iams Home 4 the Holidays (IH4TH) 2008

- Celebrating its 10th anniversary, IH4TH – among the world's most successful pet adoption programs – includes nearly 3,000 worldwide partner animal organizations that are dedicated to helping place orphaned dogs and cats into happy, loving homes.
- IH4TH has set a goal to place 1 million orphaned animals into happy and loving homes this holiday season from October 1, 2008 to January 5, 2009.
- Award-winning actress and pet parent Felicity Huffman have teamed up with IH4TH to help raise awareness for the millions of homeless dogs and cats in North America.



Felicity Huffman and her family's adopted Labrador-mix, Tucker.

“Tucker is more than a wonderful pet,
he's part of our family.”

—*Felicity Huffman*

North American Ambassador for Iams Home 4 the Holidays

- We're asking everyone to open their heart and/or home to a homeless pet this holiday season. Visit iamshome4theholidays.com for a myriad of ideas and ways to help orphaned pets.
- Since it began in 1999, IH4TH has helped place more than 2 million pets into happy homes. Last year alone, Iams Home 4 the Holidays helped nearly 500,000 families experience the joy of pet adoption.
- Founded by Helen Woodward Animal Center and supported by Iams, IH4TH began in 1999 with just 14 participating animal shelters in San Diego County. Today there are nearly 3,000 shelters in 15 countries around the world helping orphaned animals find loving homes and families.
- Every cat, dog, puppy or kitten that is adopted during Iams Home 4 the Holidays will go home with an Iams Adoption Starter Kit that contains food samples, coupons and important tips and information about pet care, behavior, training and nutrition.

Did You Know?

- ...There are 8 million homeless pets looking for a home in our country?
- ...As many as 4 million orphaned dogs and cats will be euthanized this year due to shelter overcrowding and lack of awareness about these homeless pets?
- ...More than a quarter of all dogs in animal shelters are purebreds?
- ...IH4TH has helped more than 1,047,000 dogs, 962,000 cats and 66,000 “other” animals, such as rabbits, reptiles, birds and more, find homes over the past nine years?
- ...That you can be a hero to a pet by visiting www.iamshome4theholidays.com to find participating animal organizations or other ways to help?

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