



## Help Turn Homeless Pets' Stories into Happy Tails during the 7<sup>th</sup> Annual Show Us Your Heart™ Event

Toronto, ON—You can make this Valentine's Day a lot sweeter for homeless pets by supporting Global Pet Foods 7<sup>th</sup> annual Show Us Your Heart™ fundraiser!

From February 1-14, Global Pet Foods and Hill's® Science Diet® are asking Canadian pet parents to make a donation to help raise funds for local animal shelters across Canada. When you donate as little as a \$1 in-store Global Pet Foods and Hill's® Science Diet™ will match your donation.

"What sets Show Us Your Heart™ apart is the real impact your donation makes in your community! Your Global store selects a local shelter to support and your donation goes directly to help homeless pets in your area," says Global Pet Foods President Jim Walker.

Since 2005, Show Us Your Heart™ has successfully generated over \$250,000 for homeless pets. "Last year we raised over \$100,000 in just one week, thanks to our incredibly generous customers. It was such a huge success we've extended Show Us Your Heart™ to two weeks," says Walker.

This year there are three easy ways to **DONATE**, two simple ways to help **SPREAD THE WORD**, and a NEW way Global Pet Foods and you can **HONOUR** pet heroes across the country!

### **DONATE**

***In-Store:*** Visit any Global Pet Foods store from February 1 -14 to donate. Donate as little as a \$1 in-store and Global Pet Foods and Hill's® Science Diet® will match your donation. Plus for every in-store donation, you can enter for a chance to WIN a year's worth of FREE Hill's® Science Diet® pet food for your furry valentine.

***Text:*** Simply text the word "**HEART**" to **20222** to donate \$5 to help local animal shelters.

***Paypal:*** Visit [Facebook.com/globalpetfoods](https://www.facebook.com/globalpetfoods) to make an online donation through PayPal. When you make a Paypal donation you'll be entered in a draw to win 1 of 5 \$100 Global Pet Foods gift cards.

### **SPREAD THE WORD**

***Tweet:*** Take part in @globalpetfoods 2<sup>nd</sup> annual Tweet-A-Thon from February 1 -14. Share your reasons to donate followed by **#showusyourheart**. Or simply give us a ReTweet!

***Get the Badge:*** Wear your heart on your Facebook and Twitter profile pic to help raise awareness of Show Us Your Heart™ and encourage others to donate! Visit [Facebook.com/globalpetfoods](https://www.facebook.com/globalpetfoods) to get the Show Us Your Heart™ badge.

### **HONOUR ANIMAL HEROES**

***Nominate a Heroic Heart :*** This March, as an extension of Show Us Your Heart, Global Pet Foods is proud to introduce the Heroic Heart Service Award. The Heroic Heart Award will honour the incredible animal caregivers across the country who show their hearts to homeless pets everyday!

Starting March 1<sup>st</sup> you can nominate a shelter volunteer in your community for a Heroic Heart Award. Nominations can be made in-store and online. Please visit [Facebook.com/globalpetfoods](https://www.facebook.com/globalpetfoods) for more details.

### **ABOUT GLOBAL PET FOODS**

For more than 35 years Global Pet Foods has actively supported local companion animal charities and local shelter organizations.

Global Pet Foods is Canada's largest chain of pet food stores specializing in natural, holistic and organic foods and supplements, with 150 stores across Canada and the United States.

For the latest pet news please find us on [Facebook.com/globalpetfoods](https://www.facebook.com/globalpetfoods) and follow us on [Twitter.com/globalpetfoods](https://twitter.com/globalpetfoods)

### **FOR MORE INFORMATION PLEASE CONTACT:**

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