



FOR IMMEDIATE RELEASE

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Help Make the Doberman Assistance, Rescue and Education (DAR&E) Holiday Wishes Come True!!! Adopters are invited to share how their adopted pet changed their life for a chance to win a \$100,000 grant award for the animal welfare group they adopted from and a \$1,000 Petco gift card for themselves!

The Petco Foundation, in partnership with Petco, will be granting Holiday Wishes in the form of more than \$750,000 in grant awards to qualified animal welfare organizations. This contest is designed to help the animal welfare organizations save more lives during the holidays and year around.

DAR&E has the opportunity to receive the grand prize of a \$100,000 grant, or a series of finalist awards ranging from \$5,000 to \$50,000. Anyone who has adopted a pet can submit a story to the Petco Foundation's Holiday Wishes campaign, giving the organization they adopted from a chance to win one of several grant awards. A full list of prizes is available at www.petcofoundation.org/holidaywishes.

DAR&E is asking any person or family who has adopted a pet from the organization to share their story to give DAR&E the opportunity to win a Holiday Wishes grant. Petco will also award the person who submits the winning story a \$1,000 Petco gift card, giving them the chance to spoil their adopted pet.

People who adopted a pet through DAR&E are invited to share a story of how the love of their adopted pet brings more joy to their life each day, and how the love of their pet changes their life in a big or small way and makes it better (limit 500 words). Submissions should include photos and/or video that help tell the story.

The deadline to submit stories for a Holiday Wishes grant is October 15, 2016, at 11:59 p.m. CST. Adopters are encouraged to visit holidaywishes.fluidreview.com for more information and to get started as soon as possible. The winning organizations and their featured pets will be announced in December.

For more information about the Petco Foundation Holiday Wishes campaign visit holidaywishes.fluidreview.com. Join the conversation on Facebook, Twitter and Instagram or by using the campaign hashtag #HolidayWishes.

Petco Foundation:

At the Petco Foundation, we believe that every animal deserves to live its best life. Since 1999, we've invested more than \$167 million in lifesaving animal welfare work to make that happen. With our more than 4,000 animal welfare partners, we inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer research, service

and therapy animals, and numerous other lifesaving initiatives. Through our Think Adoption First program, we partner with Petco stores and animal welfare organizations across the country to increase pet adoptions. So far, we've helped more than 5 million pets find their new loving families, and we're just getting started. Visit petcofoundation.org to learn more about how you can get involved.

Doberman Assistance, Rescue & Education (DAR&E):

DAR&E is a non-profit organization dedicated to assisting abandoned, homeless or unwanted Dobermans by placing them in qualified foster or permanent homes.