



FOR IMMEDIATE RELEASE

MEDIA RELEASE

**Humane Society of Kitchener Waterloo & Stratford Perth**  
**Hosts First Ever Canadian Mars Adopt-a-thon:**  
**PEDIGREE Foundation to support dog adoption fees**

**KITCHENER AND STRATFORD, ONTARIO – Oct. 18, 2024:** For the first time ever, the Mars Pet Adoption Weekend is coming to Canada, marking a historic moment in its global efforts to helping end pet homelessness. The Humane Society of Kitchener Waterloo & Stratford Perth is excited to announce our partnership with Mars and PEDIGREE Foundation to support dog adoptions during this milestone event, running from October 18-20, 2024.

**About the Event**

As part of the inaugural global Mars Pet Adoption Weekend, shelters in 11 countries, including Canada, will participate in this coordinated effort to help homeless pets find loving families. PEDIGREE Foundation has generously committed \$25,000 to cover dog adoption fees at three partnering shelters across Canada, including the Humane Society of Kitchener Waterloo & Stratford Perth.

“We’re proud to partner with Mars and PEDIGREE Foundation to bring this impactful initiative to our community,” said Victoria Baby, CEO at the KWSP Humane Society. “The opportunity to unite shelter pets with loving families, and the support we receive from our partners, make a significant difference in our mission to bring people and pets together.”

“With more than 40 dogs available for adoption this weekend alone, the Humane Society of Kitchener Waterloo and Stratford Perth prove every day they are working to find dogs a forever family,” said Debra Fair, Executive Director, PEDIGREE Foundation. “At PEDIGREE Foundation, we believe that every dog deserves a loving home, and we are thrilled to be helping KWSP Humane Society make an impact.”

**How to Participate**

From October 18-20, Mars and PEDIGREE Foundation will cover adoption fees for dogs at our Humane Society locations in Kitchener and Stratford, allowing families to bring home a new furry friend without the initial cost. This initiative is part of a global movement aimed at raising awareness for the importance of pet adoption and encouraging ongoing support for homeless animals.

While this weekend is a special opportunity to adopt a pet, the need to support homeless pets continues year-round. We encourage our community to get involved by adopting, fostering, or volunteering at the Humane Society or a shelter near you.

**About Mars and PEDIGREE Foundation**

Mars continues to champion the cause of pet adoption with the help of its family of pet care brands. The Mars Pet Adoption Weekend, which started in the U.S. over 16 years ago, is now expanding

globally for the first time. Alongside PEDIGREE Foundation, Mars is committed to helping end pet homelessness, and through their generous contributions, continue to support shelters and rescues in finding forever homes for pets.

At the Kitchener Waterloo & Stratford Perth Humane Society, we share this commitment, and we're grateful for the support that allows us to continue our mission of providing shelter, care, and adoption services to animals in need.

### **Join Us This Weekend!**

Don't miss this chance to find your new best friend during the MARS Pet Adoption Weekend at the Humane Society of Kitchener Waterloo & Stratford Perth. To learn more about our available pets, visit [www.kwsphumane.ca](http://www.kwsphumane.ca) or stop by our shelter at 250 Riverbend Drive in Kitchener or 125 Griffith Road in Stratford between October 18-20. Together, we can help end pet homelessness and give these wonderful animals the homes they deserve.

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*We are leaders in animal welfare in our communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care. Charitable BIN 11898 3550 RR0001*

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