



Mars Canada Inc.
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www.mars.com

Social Responsibility

In line with our global commitment to not advertising to children under the age of 12, we signed a “The Children’s Advertising Initiative” in partnership with the Advertising Standards Canada (ASC). Visit www.adstandards.com/childrensinitiative.com for details.

Pedigree®

PEDIGREE® believes that every pet deserves to be well fed and have a loving home. This has been brought to life through the PEDIGREE® Adoption campaign whereby through the purchase of PEDIGREE®, Mars Canada is donating funds to shelters to help find love homes for dogs. Visit www.mypedigree.ca for details.

Mars®

In response to consumer need, Mars established its Newmarket, Ontario manufacturing plant as peanut-free. Mars® Peanut-Free is the first regular-sized chocolate bar in Canada to become peanut-free.