



**PEDIGREE AND WHISKAS DONATE R5 million
TO THE SPCA IN CELEBRATION OF WORLD ANIMAL DAY**

Market-leading petcare brands Pedigree® and Whiskas® “*Help us, Help them*” Campaign will kick-off on the 3rd of October in support of World Animal Day. The aim of campaign is to help make a real difference in the lives of **PETS IN SHELTERS ACROSS** South Africa. Consumers who purchase any Whiskas® or Pedigree® products instore at Pick ‘n Pay - between Monday 3rd October and Sunday 9 October 2016 - Mars will donate the same value of products **TO SPCA’S NATIONWIDE**. The brands have committed up to **R5million worth of PET food** to the campaign which equal to over 900 000 meals.

Rita Fernandes, Marketing Manager says that it’s a substantial investment, but one they’re willing to make to mark such an important day. “The purpose of World Animal day is to raise the status of animals in order to improve welfare standards around the globe. Our brands are committed to animals in South African homes and shelters, and this campaign is just a small step in ensuring that all **PETS** get the nutrition and care they deserve.” Pedigree® and Whiskas® offer a wide range of wet and dry food for cats and dogs of all ages, **PROVIDING THEM WITH THE BEST NUTRITION, VALUE FOR MONEY** and with a taste they **REALLY** love.

Fernandes says that she hopes that South Africans will accept the challenge and visit their nearest Pick ‘n Pay store next week to support the campaign. “Each and every Whiskas and Pedigree item bought during the course of next week will make a marked difference in the life **of a PET** at an SPCA somewhere in South Africa.”

Both Pedigree and Whiskas have ongoing initiatives to support domestic and wild animals in South Africa. Most recently, Pedigree launched a campaign dubbed Project Juno to illustrate the effects of what good food could do in the life of a shelter dog. Juno, a small mixed-breed pooch from Woodrock Animal Rescue was rescued and fed a nutritious diet over an eight-week period (and thereafter). Her rehabilitation was monitored to depict how good food and care can really change the life of a pet.

“This campaign, alongside Pick ‘n Pay and the SPCA is a massive focus for us, and one we’re pouring our hearts and souls into. We appeal to South African’s to support us in our mission and celebrate our furry friends this World Animal Day,” says Fernandes.

For more information visit <https://www.facebook.com/PedigreeSA/> or <https://www.facebook.com/WhiskasSA>