



**FOR IMMEDIATE RELEASE:**

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**Shelter Animals at the Greater Birmingham Humane Society Will Have Reason to Give Thanks This Thursday**

*Birmingham, Alabama, November 20, 2007:* Life is going to be a bit tastier for the 200 plus animals that will be residing in the Greater Birmingham Humane Society on Thanksgiving Day. Generation Dog Boutique and a number of pet lovers in the community have undertaken a project to make sure that all the shelter animals will be treated to a Thanksgiving Day Dinner of their own this year. Ever since November 1<sup>st</sup>, customers at Generation Dog have had the opportunity to purchase a can of Merrick Pet Food's "Thanksgiving Day Dinner" entrée to donate to the GBHS shelter. For each can that is purchased for donation, Generation Dog will match it with another can of the high-quality pet food. On Thursday, November 22<sup>nd</sup> at 11am, volunteers from Generation Dog and the community will then help GBHS staff dish out this special meal for the animals.

The idea for this project came to Catherine Bres, Generation Dog's owner, thanks to some clever marketing on the part of Merrick Pet Care. "Merrick is a great quality food with all human grade ingredients and even organic chicken – but they also have really unique names for their cat and dog entrees, such as 'Grammy's Pot Pie', 'California Roll' and 'Cowboy Cookout'," stated Bres. "When I first discovered their "Thanksgiving Day Dinner" entrée, I knew I had to use it for a special holiday promotion." As a member of the auxiliary and chair of the upcoming Fur Art's Sake Gallery opening, it was not surprising that Bres looked to the GBHS shelter animals as a recipients for the food donations.

Since the requests to participate in this project began on November 1<sup>st</sup>, Generation Dog customers and other supporters of the GBHS have donated over 300 cans of food. With Generation Dog's match, the count totals approximately 330 pounds of food – valued at over

\$1000. "This project has proven to be so successful that I definitely plan to do it again. In fact, Merrick makes a "Venison Holiday Stew" that would be perfect for Christmas!" states Bres.

Victoria Arrand, Executive Director for the GBHS, was excited about the project from the first mention. "We appreciate it so much when members of the community come to us with project ideas, but it's especially nice during the holiday season when everyone is being pulled in so many different directions and being asked to donate their time and money to so many worthy causes." Arrand continues, "It's really amazing to think that this entire project has come together in just a couple of weeks thanks to one person with an idea and a small boutique from which to make it happen. Imagine what we could do if we had more people with such ideas – or if we had a huge store with lots of locations get involved."

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*Generation Dog, LLC operates a boutique at 1825 B 29<sup>th</sup> Ave South in Homewood, Alabama as well as an online store. The Rub-a-Dub Dog Bath House & Spa, which offers grooming, bathing and spa services for dogs of all sizes, is also located in the Homewood location, as well as the headquarters for Home Sweet Home Pet Care, that latest division of the company which provides in-home pet sitting services. For more information, visit [www.generationdog.com](http://www.generationdog.com).*

*The Greater Birmingham Humane Society is a nonprofit organization in Birmingham, Alabama that has been serving abused and abandoned pets since 1883. The Greater Birmingham Humane Society was one of the first humane societies in the United States. Today the GBHS cares for over 8,500 animals a year and serves pets and people through various programs which include, but are not limited to, pet adoptions, animal cruelty prevention, and humane education.*