



Iams® Home
4 the Holidays®

HELEN WOODWARD ANIMAL CENTER

Iams® Home 4 the Holidays 2004

Dear Friends:

If yours was one of the 1,941 organizations participating in the 2005 Iams Home 4 the Holidays adoption campaign, we write today to *thank you again* for the best Home 4 the Holidays campaign to date! Your efforts helped save more than 328,000 orphaned pets worldwide in just eight weeks! It was another record-setting year – resulting in a Gold Halo Award from the Cause Marketing Forum – and you and your team were part of it.. If you were unable to participate in the 2005 program, please join us for the 2006 campaign: November 6, 2006 – January 2, 2007

“We have been part of this campaign for the fifth year now and cannot say enough about the benefits of this program and the support we get. 104 cats is the best we could have hoped for with our little wards and really made our holidays. Our volunteers are just thrilled they were part of this successful endeavor. Thank you!”

– Ten Lives Club, Buffalo, New York

This is just one example of truly bringing to life the power of Iams Home 4 the Holidays; and we’re looking forward to another successful year with even more benefits for your adoption centers:

- Iams adoption kits with samples, coupons, and important educational information for your adopters on pet care, behavior, socialization – everything they need to know for a successful start with their new pet.
- Full-scale public relations support with celebrity spokesperson Diane Keaton to raise awareness of the campaign and the need to give pets loving homes.
- Updated marketing materials for your shelter.
- The opportunity to win free Iams Dog and Cat Food and to raise funds for your adoption center.
- **There is still no cost to your group other than the cost of your own activities and events!**

Visit www.home4theholidays.org, or call 1-800-421-6456 today to confirm that your organization is registered. **Iams Home 4 the Holidays 2005 participants are automatically registered for Iams Home 4 the Holidays 2006.** If you're not registered, please sign up and help make this year's Iams Home 4 the Holidays bigger than ever! Register by September 16 and you'll receive the "Iams Home 4 the Holidays How-To Guide" in time to launch your own campaign.

We look forward to working with you this year to find loving homes for the orphaned pets entrusted to your care.

For the millions of pets waiting for loving homes,

Mike Arms, President

Helen Woodward Animal Center

Marty Walker, Global Influencer Manager

The Iams Company