



## 2017 Media Kit

## Contact Information

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### **Website**

[www.petlandcares.com](http://www.petlandcares.com)

### **Social Media**

[Facebook.com/PetlandUSA](https://www.facebook.com/PetlandUSA)

[Twitter.com/petland](https://twitter.com/petland)

[Youtube.com/user/PetsMakeLifeBetter](https://www.youtube.com/user/PetsMakeLifeBetter)

## About Petland Charities

### Background

- Petland, Inc. has launched Petland Charities, a 501c3 organization dedicated to charitable giving.
- Petland Charities is an extension of the charitable giving Petland has done for almost 50 years.
- Petland will still continue other corporate charitable giving, including adoption of homeless pets, granting children's pet-related wishes via the Make-A-Wish Foundation®, donating hundreds of thousands of dollars to St. Jude's Children's Research Hospital®, paying for the training of service dogs for disabled veterans, donating food to K9 units and providing grants to teachers to purchase pets and pet supplies for classrooms.
- With the introduction of Petland Charities comes two new campaigns dedicated to helping animals in the communities Petland serves.
- These campaigns will aim to raise funds for local shelters and K9 units in the communities of Petland's 12 corporate stores.
- These communities are in Cicero, NY; Athens, OH; Chillicothe, OH; Dayton, OH; Gallipolis, OH; Grove City, OH; Heath, OH; Hilliard, OH; Lancaster, OH; Washington Court House, OH; and Monroeville, PA.
- Petland will encourage customers at their corporate stores to donate to local shelters or K9 units.
- Petland Charities also will match customer donations up to \$3,000 per store per year.
- Petland will pick organizations to donate to based on established relationships and requests from the public.
- All money raised will remain in these communities, ensuring these local organizations receive the funds they need.
- If your organization is interested in being considered for a charitable donation, please visit [petlandcares.com](http://petlandcares.com) or email [wecare@petland.com](mailto:wecare@petland.com).

### Why Now

- Petland has been actively supporting charitable efforts since its founding in 1967. This is not a new endeavor, but an extension of the work they have been doing for almost half a century.
- Petland cares deeply for all animals and wants to ensure they are properly cared for.
- Petland takes its role in the communities they serve very seriously and wants to continue to enhance the lives of animals in the communities they call home.
- Petland also believes in the importance of the human-animal bond and wants to put their resources behind strengthening it.

- Petland believes the work these organizations do is invaluable and as pet lovers wants to support them.
- Petland employees are also pet owners and want to see the best for all pets.

## Frequently Asked Questions

***Q: What is Petland Charities?***

A: Petland Charities is a 501c3 organization Petland, Inc. recently established. This organization will partner with the communities Petland corporate stores call home to raise funds for local shelters and K9 units.

***Q: What charitable giving has Petland done?***

A: Petland has been giving back to the communities they serve for almost 50 years. This charitable giving includes promoting the adoption of homeless pets, granting children's pet-related wishes via the Make-A-Wish Foundation®, donating hundreds of thousands of dollars to St. Jude's Children's Research Hospital®, paying for the training of service dogs for disabled veterans, donating food to K9 units and providing grants to teachers to purchase pets and pet supplies for classrooms.

***Q: What new charitable giving endeavors is Petland Charities participating in with the Petland corporate stores?***

A: Petland Charities is partnering with Petland corporate stores to raise funds for local shelters and K9 units.

***Q: How will Petland Charities raise this money?***

A: Petland will invite customers to donate funds to local shelters or K9 units at one of the participating corporate stores.

***Q: Will Petland donate as well?***

A: Yes, Petland Charities will match donations up to \$3,000 per store per year.

***Q: How long will these fundraising campaigns for Petland Charities take place?***

A: The Petland Charities fundraising campaigns will take place all year round.

***Q: How will the organizations receiving donations be selected?***

A: Petland will pick organizations to donate to based on existing relationships they already have and requests from the public. If your organization is interested in being considered for a charitable donation, please visit [www.petlandcares.com](http://www.petlandcares.com) or email [wecare@petland.com](mailto:wecare@petland.com).

***Q: Why did Petland create Petland Charities?***

A: Petland cares deeply for all animals and wants to ensure all are given proper care. Petland also takes its role in the communities they serve very seriously and wants to continue to enhance the lives of animals in the communities they call home.

***Q: Why were local shelters and K9 units selected as donation recipients?***

A: Petland believes the work these organizations do is invaluable, and as pet lovers, wants to support them.

***Q: Which stores are participating in these donation campaigns?***

A: Petland's 12 corporate stores will be participating in stages, and all money raised will stay in these communities. These stores are located in Cicero, NY; Athens, OH; Chillicothe, OH; Dayton, OH; Gallipolis, OH; Grove City, OH; Heath, OH; Hilliard, OH; Lancaster, OH; Washington Court House; OH; and Monroeville, PA.

***Q: When will Petland Charities and these donation campaigns start?***

A: Petland will be introducing Petland Charities and the local shelter and K9 fundraising efforts to corporate stores in phases. Customers will see unique signage promoting Petland Charities and local shelter and K9 fundraising campaigns in the corporate stores when it is introduced. Signage will include pop-up banners, hanging banners, table top displays and flyers.

***Q: Will these donation campaigns be expanded to other privately owned stores in the future?***

A: Petland hopes to introduce these campaigns nationwide in the near future. No specific timing has been announced yet.

***Q: Where do I go to learn more about Petland Charities and these donation campaigns?***

A: To learn more, visit [www.petlandcares.com](http://www.petlandcares.com) or email [wecare@petland.com](mailto:wecare@petland.com).

## **Company Background and Charitable Giving Programs**

### **History**

- Petland was founded in Ohio in 1967 by Ed Kunzelman.
- Petland, Inc. is privately owned and headquartered in Chillicothe, Ohio.
- The company is a full-service retail pet store with franchises across the United States, Canada, China, Mexico, South Africa, Brazil and El Salvador.
- To date, there are 64 privately-owned U.S. stores, 12 corporately owned stores in the U.S. and 74 international stores.

### **Charitable Programs**

#### **Pets in the Classroom**

- Pets in the Classroom is an educational grant program managed by the Pet Care Trust that helps public school teachers acquire an aquarium or small pet habitat for their classroom.
- Classroom pets help teach responsibility, encourage nurturing, build self-esteem and stimulate learning. They also enrich the classroom experience and provide new ways for students to engage in education.

#### **Adopt-A-Pet**

- Petland pet counselors work with staff at local animal shelters, pet rescue groups and with members of the local community to find forever homes for homeless pets.
- Petland gives donations and conducts fundraisers to aid animal care groups in the communities they serve.

#### **Pets for a Lifetime**

- Occasionally, circumstances arise where pet owners cannot keep their pets. Petland pet counselors assist consumers in finding a new home for their pets.
- Petland pet counselors post flyers in stores and at associated veterinary clinics. They also make pet placement calls to other counselors, who in turn spread the word.
- Each puppy also goes home with a resource kit, including a DVD on puppy training by a canine behavior specialist, a free training membership and a helpline for dog owners.

#### **Children Charities**

- Petland grants pet-related wishes to children with life-threatening medical conditions through the Make-A-Wish Foundation®.

## **Pet Protection**

- Lost Pets Found, Families Reunited Petland's Enhanced Protection Program is a strategic partnership that combines a national microchip database registry with an Amber Alert-type service, providing an enhanced layer of protection for Petland pets and their families.

## **Petland Corporate Community Fundraising (through Petland Charities)**

- These campaigns will raise money for local shelters and K9 units in the communities the corporate stores call home.
- The first of these campaigns launched in the Petland Chillicothe flagship store in May.
- Petland will match donations up to \$3,000 per store per year.

## **Contact**

### **Social Media**

- Facebook - [www.facebook.com/PetlandUSA](http://www.facebook.com/PetlandUSA)
- Twitter - [twitter.com/Petland](https://twitter.com/Petland)
- YouTube - [www.youtube.com/user/PetsMakeLifeBetter](http://www.youtube.com/user/PetsMakeLifeBetter)

### **Websites**

- [www.petland.com](http://www.petland.com)
- [www.petlandcares.com](http://www.petlandcares.com)