Giving Fido Healthy and Tasty Treats Helps Homeless Pets Too

High Hopes® doubles its regular donation to 7% of every sale to help homeless pet organizations during November and December.

Chicago, IL (PRWEB) October 31, 2012 -- The High Hopes for Pets Company, LLC, is doing more than offering tasty, all-natural dog treats and cupcakes this holiday season: it is doubling its donation to help homeless pets. During November and December, High Hopes® is donating 7% from every sale, every day to The High Hopes for Pets Foundation(SM) – a separate, not-for-profit organization that in turn donates to animal shelters and pet rescue groups across the country.

“These days, Fido is not just a pet, he is part of the family,” said Paula Etchison, High Hopes® founder and CEO, “and Fido is always on the gift list when it comes to the holiday season.” This year, pet lovers can make sure their faithful pooch enjoys his favorite tasty pet treats while doing something to help homeless pets at the same time.

Doubling its donation to 7% is just icing on the cake – or “cupcake” as the case may be – for a company that already donates 3.5% (up to 15% of the company’s profits) from every sale every day. “By taking advantage of the heightened gift giving season, the Foundation can provide an even greater amount of funding to shelter and rescue groups whose programs range from providing food and housing, to more elaborate programs like training to make animals more adoptable,” said Etchison.

High Hopes® dog treats are known for their whimsical nature and high nutritional value. All the treats (Birthday and Celebration Cupcakes, Mity Meaty Bites™; and Peanut Butter Cookies) contain very high quality protein sources, are all-natural, oven-baked, made in small batches, and contain the same superior quality of ingredients as used in human food. Additionally, High Hopes® dog treats are researched and developed in conjunction with a renowned pet nutritionist to ensure exceptional nourishment. “Our Dr. Tom Willard gets a ‘four-paw stamp of approval’ for making High Hopes® treats as nutritious as they are delicious,” said Etchison.

According to the Humane Society, each year animal shelters care for an estimated 6-8 million dogs and cats in the US, of which 3-4 million are euthanized. Through the establishment of the independent and not-for-profit The High Hopes for Pets Foundation(SM), Etchison discovered a way to directly link purchases of its all-natural dog treats to the help and support of pets less fortunate, year-round. The contributions to the Foundation are regular and documented – people can see where the donations are going. “We are a small company of pet lovers who care about doing the right thing and doing good for the community, too,” said Etchison. Since September 2011, 12 grants have been awarded to deserving organizations.

High Hopes® offers grain-free Mity Meaty Bites™ – bite-sized training treats which contain 35% fresh meat and are available in Beef, Organic Chicken, Organic Turkey, Lamb, and Salmon; Peanut Butter Cookies – heart-shaped dog biscuits combined with real Pumpkin, Apple, or Banana, and the newest addition: Peanut Butter, Bacon and Cheddar – the doggie trifecta of flavors!; and Birthday and Celebration Cupcake Kits – easy and entertaining homemade dog cupcake “mix and bake in 10 minutes” kits, complete with frosting, decorating ideas and party tips. “We’re serious about our products and the Foundation, but like most pet owners, we like to have a little fun, too,” said Etchison. The cupcakes are very popular for dog birthday parties, and other celebrations.
About The High Hopes for Pets Company, LLC
The High Hopes for Pets Company, LLC, is a privately held distributor of the all-natural dog Birthday and Celebration Cupcakes, Mity Meaty Bites™, and Peanut Butter Cookies. The products are all-natural, tasty, healthy, high in protein, oven-baked, contain fresh organic meat, come in a variety of flavors, and are developed in conjunction with a renowned pet nutritionist, Dr. Tom Willard (PhD in Animal Nutrition, and degrees in Biochemistry, Animal Science and Agriculture Technical Engineering). To consistently help the homeless pet population, High Hopes® donates an unprecedented 3.5% of every sale (up to 15% of profits) annually to the independent, not-for-profit The High Hopes for Pets Foundation(SM). High Hopes® products can be purchased in pet supply stores and boutiques, and grocery stores in the Midwest, as well as on-line at www.highhopesforpets.com. Distribution continues to expand at a rapid pace. Headquartered in Chicago, IL, High Hopes® has been in business since 2010. For more information, contact Paula Etchison (773.251.5638), or email paula(at)highhopesforpets(dot)com.

About The High Hopes for Pets Foundation(SM)
The High Hopes for Pets Foundation(SM) is an independent, not-for-profit entity. The Foundation seeks to provide support for individuals and groups who are dedicated to the prevention of homelessness for pets through its partnerships with animal shelters and rescue groups across the country. Supported programs include urgent and immediate needs such as housing and food, and also more extensive programs such as training to make animals more adoptable, and education about the responsibility of owning pets. The Foundation has awarded 12 grants since September 2011. Organizations can apply for a grant at www.highhopesforpets.com/foundation. The next round of grants will be dispersed in January 2013, and the deadline for application is December 28, 2012. For more information, visit www.highhopesforpets.com/foundation.

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