Halo and Ellen Donate 1 Million Meals in 2010

_Halo, Purely For Pets and Ellen DeGeneres “Deliver” on Goal Inspired by Adopt a Shelter Pet Stamps_

Tampa, FL (PRWEB) December 23, 2010 -- Halo, Purely for Pets (www.halopets.com), a leading producer of holistic pet care products, announced today it has “delivered” on the brand’s goal of donating 1 million meals to shelter pets awaiting adoption in 2010. Halo and its co-owner, animal advocate Ellen DeGeneres, were inspired to make this groundbreaking donation in celebration of the United States Postal Service’s 2010 social awareness stamp, “Animal Rescue: Adopt a Shelter Pet.”

The campaign, first announced on the Ellen DeGeneres Show on March 17, 2010, officially launched on April 30, 2010 when the stamps became available for purchase nationwide. Halo offered pet lovers the opportunity to help participate in their goal of feeding 1 million meals to shelter dogs and cats in 2010 through contests, Facebook, Twitter, and a partnership with Freekibble.com.

Said DeGeneres, “At Halo we want to promote healthy living for pets and eating good food is a big part of that. So, we agreed to donate one million meals of Halo to shelter pets. I mean, imagine, an animal in a shelter, in a cage, lonely - a good meal is kinda all they have to look forward to, until you adopt them!”

Halo partnered with a number of non-profit organizations to donate the 1 million meals, including Freekibble, The Humane Society of the US, ASPCA, Pets for Patriots, and The National Canine Cancer Foundation amongst others.

Well over 100 shelters were served throughout the course of the campaign, including Caboodle Ranch in Jacksonville, FL; San Francisco Animal Care & Control; Rescue Ink, ASPCA New York; Humane Society of Tampa Bay, Search Dog Foundation, The Cat House on the Kings in Parlier, CA; and Humane Society of Central Oregon, the shelter at which Freekibble founder, Mimi Ausland, volunteers.

“We are thrilled with the success of the campaign and the incredible number of supporters who helped us to achieve this goal,” said Steve Marton, CEO, Halo, Purely for Pets. “It’s our mission to make a real difference for pets, and part of that mission is to ensure shelter pets are provided healthy, nutritious food.”

Halo, Purely For Pets® uses wholesome, natural, quality ingredients and only real meats in all of their pet food as they believe nutrition is the single most important factor in the quality of a pet’s life. Halo is the only pet food honored with the National Canine Cancer Foundation Seal of Excellence, and the only leading brand with just fresh meat, no chicken meal or other rendered meats.

For more information, please visit www.halopets.com.

ABOUT HALO, PURELY FOR PETS®

For over 20 years, Halo, Purely for Pets® has created holistic pet products of uncompromising quality. Halo believes nutrition is the single most important factor in the quality of a pet’s life. Halo’s natural pet food, treats, supplements and grooming products - including the award-winning Halo Spot’s Stew, Dream Coat and Liv-a-
Littles treats - are available at PETCO, Whole Foods Market, thousands of independent pet specialty and natural food stores, and online at www.halopets.com.

Ellen DeGeneres – a long time Halo customer – became a part-owner of Halo in 2008, saying, “because I think Halo is incredible, I decided to become part owner in hopes that all animals have the chance to be the healthiest they can be. And I'm anxious to spread the word so that everybody knows about Halo.”

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