

Spec Ad for The Pedigree Foundation 2011 Adoption Drive

Print Ad

Concept: A black and white photo of dogs behind bars at an animal shelter: a Dachshund, Labrador Retriever, Springer Spaniel, Rottweiler and a Mutt. All the dogs are sitting calmly, looking through the bars at the camera lens.

In need of a bailout

2011 Goal: \$1.5 million

Are you ready to spring a Springer? Release a Rottweiler? Liberate a Labrador or discharge a Dachshund? Perhaps you'd rather make-off with a Mutt? Whatever your preference, you'll find your next best friend behind bars at your local animal shelter. They're not bad dogs, they've just had bad luck. And you can help change that, here's how:

- 🐾 **Adopt** - search shelters and find dogs in your area
- 🐾 **Volunteer** - discover rewarding opportunities close to home
- 🐾 **Donate** - tax-deductible donations directly benefit shelters & rescue organizations nationwide

Whether you're searching for your next soulmate or are already a proud pup parent, The Pedigree Foundation can help you help dogs in need. Log onto www.pedigree.com/03Adoption to see how you can change lives for the better - yours and theirs.