

The RSPCA and Hill's Pet Nutrition aim to find loving homes for 50,000 cats and dogs in 2010, kicking off with an adopt-a-thon this Valentine's Day weekend, February 13 -14.

The "Find Your Pawfect Match" campaign is encouraging people to visit RSPCA shelters nationwide to meet the many wonderful animals looking for love. The big post-Christmas influx of cats and dogs has meant that many beautiful animals desperately need loving homes. The RSPCA's National President, Lynne Bradshaw, says introducing the Pawfect Match campaign during the month of love is a timely reminder to people that they need to assess their compatibility with a pet as seriously as they do a potential partner. "Just like people, animals have varying needs and personalities so it pays to make sure that the pet you bring into your life will fit in with the lifestyle you lead," says Mrs Bradshaw. "Do you have the time to walk a particularly energetic dog every day? Do you need a cat that will get along with your young children? Are you looking for a cat or dog to just keep you company?" "Our local adoption centres are full of many wonderful animals eagerly awaiting a new home. From our experience, owners and pets tend to choose each other so for many it could be a case of love at first sight." Supporting the campaign is Hill's Pet Nutrition, which generously donates pet food to feed every cat and dog awaiting adoption at the RSPCA. Brett Henshaw, Hill's General Manager, says the company wants to celebrate its longstanding partnership with the RSPCA by helping the organisation to achieve its goal of increasing animal adoptions by 20 percent this year. "Hill's is passionate about helping to enrich and lengthen the special relationships between people and their pets," says Mr Henshaw. "The Pawfect Match campaign is an ideal way of celebrating and recognising that bond." Research has shown that pet ownership has many physical, mental, emotional and social benefits for owners too, including reduced blood pressure and enhanced self esteem in children and teenagers. It really is a win win situation for all involved. "Everyone is invited to take part in fun activities during the adopt-a-thon weekend on Saturday 13 and Sunday 14 February at RSPCA shelters across the country. There will be giveaways, face painting and 'meet our pets' tours as well as the opportunity to adopt a pet. To find out more about Pawfect Match visit [www.pawfectmatch.com.au](http://www.pawfectmatch.com.au) or for more information about Hill's Pet Nutrition go to -ends- MEDIA NOTE: For further information, images, interviews with Lynne Bradshaw (RSPCA Australia President) or RSPCA spokespeople please contact:

Lara Irvine or Nicole Gentle

Write Away Communication + Events

Tel: 02 9978 1400 Email: or [nicole@writeaway.com.au](mailto:nicole@writeaway.com.au) or [lara@writeaway.com.au](mailto:lara@writeaway.com.au) About Hill's Pet Nutrition

Hill's Pet Nutrition has been a proud supporter of the RSPCA for more than 10 years, sponsoring campaigns such as the Million Paws Walk. Hill's generously donates Hill's Science Diet, the number one vet recommended choice in the pet food category, to feed all of the dogs and cats awaiting adoption in every RSPCA shelter throughout the year. About the RSPCA

The RSPCA is a community based charity that works to prevent cruelty to animals by actively promoting their care and protection. Among its many activities, the RSPCA amends and develops legislation to protect animals, provides education and training about the care, protection and treatment of animals, as well as operating veterinary clinics.

### Contacts

Nicole Gentle

02 9978 1400

[mailto: nicole@writeaway.com.au](mailto:nicole@writeaway.com.au)

Lara Irvine

02 9978 1400

[mailto: lara@writeaway.com.au](mailto:lara@writeaway.com.au)