

14 stops / 69 shelters & rescues

500,000 meals of all natural Halo Spot's Stew

Freekibble.com and Halo Pet Food's second annual Holiday Kibble Drop delivers high quality, nutritious food to homeless pets in need — including many at shelters throughout Chicago and the western suburbs.

by Brooke Keane

Every morning, countless thousands of animal lovers across the country and around the globe find something special in their email: a reminder from Freekibble.com to answer the daily "Bow Wow" trivia question.

"The 2012 list of most popular puppy names is out... The #1 name for male puppies is ____, and ____ for female."

"Originating in Africa in the 1600's, this big, strong and courageous dog was bred to protect the farmer's homestead."

"One of the most known product mascots ever, Sailor Jack and his dog Bingo, have been on the ____ since 1918."

Answers to questions like these from the Freekibble.com archives are presented in multiple choice format and, regardless of whether a participant's choice is correct or not, Freekibble.com donates 10 pieces of kibble for every response. Since its inception in 2008, Freekibble.com and FreekibbleKat.com, its sister site, have donated over 1,500,000,000 pieces of kibble — or over 8 million meals for homeless cats and dogs across the country.

Those number are amazing... but when you find out that Freekibble.com was founded by Mimi Ausland when she was just 11 years old and that the kibble being donated is none other than

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Halo, Purely for Pets® Spot's Stew, well... "amazing" doesn't even seem to cut it anymore.

It's simply incredible what a young girl — now a young woman — can accomplish when she puts her mind to it. And it is equally amazing the difference good food can make in the life of a shelter pet.

Making a difference and helping shelter pets find their forever homes is a cause close to the heart of Halo co-owner Ellen DeGeneres. "Pet adoption is something I'm extremely passionate about," she says. "I believe that by working together, we can find good homes for the millions of homeless and abandoned pets out there."



Providing shelter animals with nutrient-rich, premium food is a powerful first step toward finding the forever homes these animals deserve. Rescue and shelter organizations that are able to provide premium food like Halo say it makes a big difference in not only the animal's health and well-being, but also their adoptability. In fact, in a recent survey of 85 shelter professionals, 71% said that better food quality "definitely helps" dogs and cats get adopted.

Which is why Freekibble.com and Halo Pet Food's second annual Holiday Kibble Drop is such an incredible act of generosity: at 14 stops across the country, the Kibble Drop Trucks will deliver 500,000 meals of all natural Halo Spot's Stew to benefit 69 individual animal shelters and rescues.

Local shelters and animal welfare organizations pick up Halo Spot's Stew from the Holiday Kibble Drop at the Pet Supplies Plus location on Ogden Ave. Photos courtesy of Goran Mikic.

Eight of those shelters and rescues are right here in our own communities — and one of the Kibble Drop spots was at the Pet Supplies Plus location at 720 E. Ogden Ave.

Forever Homes... It's not just about us rescuing them, because we're often the lucky ones when they choose us.



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"We were so proud and honored to be partners with Freekibble.com and Halo on this wonderful program this year," says George Lennon, who owns five local Pet Supplies Plus stores, including the location on Ogden. Ave.

"The adoption agencies that we chose were so appreciative to receive this free healthy food. It was truly heartwarming and we will continue to do our part to help those in need, especially since so many people and non-profit organizations are being challenged in our country and communities."

The donated kibble will do a wealth of good for animals at the Naperville Area Humane Society and A.D.O.P.T., two of the local shelters selected to receive donations.

"At the Humane Society, we are very appreciative of getting such a large donation, especially of such a high-quality food like Halo," says Executive Director for the Naperville Area Humane Society Angie Wood. "We're also very appreciative of Pet Supplies Plus for helping to make this happen."

Karen Pentimone, Animal Care Supervisor at A.D.O.P.T., agrees: "A.D.O.P.T. is very grateful to have been chosen to receive this dog food," she says. "Halo is a quality, all-life-stage dog food that will feed many dogs and puppies for many months to come. Thank you Freekibble!"

Shelter donations are always appreciated — but now, they're needed more than ever. Thanks to Freekibble.com and Halo, Purely for Pets, thousands of shelter pets across the country and within our own communities will not only have bellies full with healthy food, but also increased chances of finding their forever homes. And *that* is the greatest donation of all.

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