



# Pedigree

Adoption Initiative



# How do you reignite interest in pet adoption post-pandemic?

**Make every purchase feel like it could lead to love...again.**

Whether it's a companion for their current fur baby or a successor to the one they loved, pet parents tend not to have one-dog homes forever.

That spark to adopt again? It's already there. We're just helping it catch fire with a little help from Pedigree.





# WOOF TIXX

## Less bark, more bites.

Every blue Woof Ticket hidden in specially marked Pedigree dry food bags unlocks a donation to a local shelter.

Golden tickets get even more – the chance to adopt again or pay it forward and help someone else meet their furever friend. Just take the ticket to a participating shelter and Pedigree covers the fees. It's that simple.

Because love, like good nutrition, goes a long way.



**WOOF**  
(Congratulations!)

Ready for another one of your own?  
Take this ticket to a participating shelter and match with a new fur-friend on us!  
Every Pedigree purchase helps local dogs find loving homes.  
See back for redemption details.  
\* Transferable. Limit one per household.

**WOOF**  
(Good Human.)  
The price of your purchase has been donated to a local shelter.  
Want to do more? Learn how to support dog adoption near you or meet your next best friend.  
See back for details.