



## News Release

**For Immediate Release**

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### **American Humane Joins Forces with Chicken Soup for the Soul on ambitious new effort to help nation's shelter pets**

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**1 million meals to be distributed**

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**First critical shipment of 80,000 pounds rushed to help flood victims in Louisiana**

**WASHINGTON, D.C., September 2, 2016** – In an ambitious new effort to help care for shelter pets waiting for their forever homes, American Humane, the country's first national humane organization, has joined forces with Chicken Soup for the Soul Pet Food on its new "Fill a Bowl...Feed a Soul™" campaign.

Chicken Soup for the Soul will donate one pound of pet food to shelters and rescue organizations for every Chicken Soup for the Soul pet food item purchased by participating retailers from 6/15/16 to 12/31/16. Together, American Humane and Chicken Soup for the Soul are striving to reach a goal of one million meals for cats and dogs living in shelters. The first critical shipment came in the form of 80,000 pounds of their premium, all-natural pet food, which will be used to help the animal victims in devastated parts of Louisiana, including Livingston Parish, where American Humane set up rescue operations, and an estimated 75 percent of all homes were destroyed, leaving lost, frightened and hungry animals wandering among the wreckage.

"This campaign and this generous donation come at a time when these animals need help most," said Dr. Robin Ganzert, president and CEO of American Humane. "On behalf of all the beloved pets across the country and those now suffering in Louisiana who will be helped by this remarkable act of kindness, thank you!"

The “Fill a Bowl... Feed a Soul” campaign is the latest collaboration between American Humane and Chicken Soup for the Soul, which have worked on several projects together, including the publication of *Chicken Soup for the Soul: My Very Good, Very Bad Dog* and *Chicken Soup for the Soul: My Very Good, Very Bad Cat* earlier this year, with forewords authored by Dr. Robin Ganzert, president and CEO of American Humane.

Chicken Soup for the Soul’s publisher and editor-in-chief Amy Newmark said, “We’re pleased that we can provide assistance to animals in need during this catastrophe and we continue to be so impressed by the capabilities of American Humane to efficiently carry out these rescue operations.”

#### **About American Humane**

American Humane is the country’s first national humane organization. To learn more, please visit [www.americanhumane.org](http://www.americanhumane.org).

#### **About Chicken Soup for the Soul Pet Food**

Chicken Soup for the Soul understands the unique relationship between people and pets. Health conscious consumers have been feeding their cats and dogs Chicken Soup for the Soul wholesome and balanced, super premium pet food for over a decade. Holistic in nature, the entire line of products is made from only the finest ingredients: real meats (chicken, turkey, duck and salmon), fruits, vegetables and herbs. With no added corn, wheat, soy, artificial coloring, flavoring or preservatives, Chicken Soup for the Soul pet food is inspired by your love for pets, and promotes overall health and well-being for dogs and cats. The products are proudly made in the USA, and feature rescued shelter pets on every bag. Core and grain-free formulas and a line of treats are available in independent pet specialty stores nationwide and online.

A portion of all proceeds from the sale of Chicken Soup for the Soul pet food goes to help shelters and pets in need through Chicken Soup for the Soul’s Fill a Bowl ... Feed a Soul™ program. The program which was launched in association with the American Humane aims to provide a million meals to shelter pets in 2016. [www.chickensouppets.com](http://www.chickensouppets.com)