



News Release

For Immediate Release

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Chicken Soup for the Soul Pet Food Rushes 80,000 Pounds of Pet Food to Aid American Humane Relief Effort in Louisiana

Emergency shipment jumpstarts new national “*Fill A Bowl...Feed A Soul™*” campaign

LIVINGSTON, LOUISIANA, September 2, 2016 – Eighty thousand pounds of comfort, hope, and life itself were rushed to the lost, frightened and hungry animals who have been displaced by the devastating flooding in Louisiana. The lifesaving request for aid came from animal rescue first responders from American Humane who have been working to help save, care for and feed animals in hard-hit Livingston Parish where more than 75 percent of all homes have been destroyed.

The charitable donation is being made by Chicken Soup for the Soul Pet Food, a longtime supporter of American Humane, the country’s first national humane organization, which has been rescuing animals in disasters for 100 years. The company rushed two truckloads of their premium all-natural pet food to help the American Humane rescue team sustain the thousands of animals who have lost their homes in the flooding.

The timing of the request couldn’t have been better. In a remarkable twist of fate, the donation comes just as Chicken Soup for the Soul and American Humane were about to launch a national campaign, “*Fill A Bowl...Feed A Soul,*” designed to provide one million meals for cats and dogs living in shelters throughout the United States, so the food was ready to go at a moment’s notice – which is absolutely critical during a disaster. Chicken Soup for the Soul will donate one pound of pet food to animal shelters and rescue organizations for every Chicken Soup for the Soul pet food item purchased by participating retailers from 6/15/16 – 12/31/16.

“This generous donation comes at a time when these animals need it most,” said Dr. Robin Ganzert, president and CEO of American Humane. “On behalf of all the beloved pets and stricken families who will be helped by this remarkable act of kindness, thank you!”

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.

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