



**For Immediate Release**

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## **Chicken Soup for the Soul Pet Food® Enhances Its New 20' x 40' Tradeshow Booth with Images from the Heart**

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**Premium Pet Food Company Partners with Non-Profit HeARTs Speak at SuperZoo 2019 Booth - #1071**

**Cos Cob, CT, August 15 2019 –** [Chicken Soup for the Soul Pet Food](https://chickensouppets.com), a leading super premium pet food company, reveals their new 20' x 40' tradeshow booth design at SuperZoo 2019. The at-home, open concept features comfy chairs, butcher block counters and even an electric fireplace decorated with framed images of their sales team and their pets.

The towers surrounding the booth feature thirty-one images from [HeARTs Speak](https://heartspeak.org), a nonprofit organization that works with shelters and rescues nationwide to change the way the world sees homeless pets through photography. Sixteen professional photographers are represented throughout the booth. These photographers all volunteer their time towards this cause that unites art and advocacy to increase the visibility of shelter animals.

“At Chicken Soup for the Soul Pet Food, we believe that pets are a source of energy and joy, making a home a healthier and happier place to be,” said Jeanne Blandford, Senior Director of Marketing. “We loved working with Lisa and the photographers from HeARTs Speak to select images that speak to our brand.”

“HeARTs Speak is excited and grateful for this opportunity to work with Chicken Soup for the Soul Pet Food this year to decorate their tradeshow booth with photographs from our new stock library, Images with Heart!,” said Lisa Prince Fishler, Founder and Executive Director of HeARTs Speak. “We love working with companies that share our vision to shine light on animals in need. Images with Heart gives companies that believe in giving back to animal welfare causes, like Chicken Soup for the Soul, the opportunity to do so simply by purchasing beautiful photographs taken by photographers from our Artists Helping Animals program that donate their time to ensure animals in shelters across the country are seen and adopted each year.”

## ABOUT CHICKEN SOUP FOR THE SOUL PET FOOD

Chicken Soup for the Soul has been providing super-premium pet food for over 15 years.

The company makes dry and wet dog and cat food as well as treats that are available at independent pet specialty stores nationwide and select products are available online. The company's mission is to help all pets eat well through its affordable pricing and its work with shelters and pets in need. A portion of all proceeds from the sale of Chicken Soup for the Soul pet food goes to Chicken Soup for the Soul's Fill-a-Bowl... Feed-a-Soul™ program. The program, which was launched in 2016 in association with the American Humane, aims to provide over a million meals annually to shelter pets."

[www.chickensouppets.com](http://www.chickensouppets.com)

Like Chicken Soup for the Soul Pet Food on Facebook: [www.facebook.com/ChickenSoupPets/](https://www.facebook.com/ChickenSoupPets/)

See Chicken Soup for the Soul Pet Food on Instagram: [www.instagram.com/ChickenSoupPets/](https://www.instagram.com/ChickenSoupPets/)

## ABOUT HEARTS SPEAK + IMAGES WITH HEART:

**HeARTs Speak** is a nonprofit organization that works with shelters and rescues to change the way the world sees homeless pets. Our work shines a light on animals in need and improves adoption rates by increasing the marketing capacity of time-stretched, under-resourced organizations. We work with artists, community members, and animal sheltering professionals to leverage creativity, collaboration, and connection in order to save the lives of homeless animals.

**Artists Helping Animals** is one of 3 programs we have to help us achieve our mission to ensure shelter animals are seen and ultimately saved. It is a global network of 500+ artists, primarily photographers, providing more than 17,000 hours of creative service each month to shelters and rescues in their own communities.

**Images with HeART** is a multi-faceted stock imagery project merging the promotion of pet adoption with a sustainable and ethical platform for artists to license their work. Every license helps promote animal adoption and the lifesaving work of a shelter pet photographer. (member of Artists Helping Animals!)

<http://www.heartsspeak.org>

<http://www.imageswithheart.org>

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# Chicken Soup for the Soul®





