



## Petco Delivers All the Feels with New Holiday Campaign Centered Around Giving Back to Pets in Need

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SAN DIEGO, Nov. 20, 2018 /PRNewswire/ -- Giving feels good, especially when it does good. Petco has launched a new holiday campaign that highlights the extraordinary joy of including pets in need throughout the giving season.



Now through Dec. 24, Petco is encouraging pet lovers to extend their giving lists by donating toys and supplies for pets in local animal shelters during the holidays. Petco stores nationwide are collecting toys, wet and dry food, and litter for cats and dogs.

"Our pets are increasingly becoming members of our family. But despite providing us with unconditional love and companionship all year-round, many pet parents forget to include them in holiday festivities," said Petco Chief Marketing Officer Tariq Hassan. "We're proud to celebrate the 'power of giving' by shining a light on the millions of pets still in search of a loving family to establish the kind of special bond the hero in our campaign discovers."

The Holiday Tails campaign kicked-off this week with a new stop-motion animated brand spot, "Saving Up," that shares the heartwarming story of a child who experiences the true joy of giving when he and his family adopt a dog during the holiday. The spot debuted on Monday, Nov. 19, with a national television run, as well as in movie theaters in San Diego, Los Angeles, Dallas-Ft. Worth, San Antonio, Chicago, Philadelphia and New York. In addition, the campaign will be activated across multiple touch points, including digital, social, email, and in-store.

From donating much-needed supplies to local animal welfare organizations, to providing a warm home to a foster pet, there are countless ways to give to pets in need this holiday season.

- **Photos with Santa:** Capture the perfect photo with your pet for your holiday card and give back to pets with Petco's annual "[Photos with Santa](#)" in-store event on Saturday, December 8 and 15. All proceeds from this charming keepsake are donated to lifesaving animal welfare organizations across the country through the Petco Foundation to help animals in need.
- **Foster a Pet:** Open your home to an [adoptable pet in your local shelter](#) during the holiday season.
- **Through the Petco Foundation:** During this holiday season, the Petco Foundation has already made [holiday wishes come true](#) with [\\$755,000 in grant awards to animal organizations](#) throughout the U.S. Now you can help them save more lives — from Nov. 17 to Dec. 24, pet lovers have the chance to donate at checkout, purchase a 2019 Petco Foundation

calendar, or reusable holiday bag at Petco stores, with all proceeds continuing to help animals in need.

- **Volunteer:** You'll get back as much as you give when you spend time with adoptable pets in [your local shelter](#).

Discover the special bond created in this warm, holiday story at [youtube.com/petco](https://www.youtube.com/petco). To learn more about the campaign and join the conversation, follow Petco on [Twitter](#), [Instagram](#) and [Facebook](#) and use the hashtag #MyHolidayTails.

For more details on how to donate and for a Petco location near you, visit [petco.com/storelocator](https://petco.com/storelocator).

#### **About Petco and the Petco Foundation**

Petco is a leading pet specialty retailer with more than 50 years of service to pet parents. Everything we do is guided by our vision for Healthier Pets. Happier People. Better World. We operate more than 1,500 Petco and Unleashed by Petco locations across the U.S., Mexico and Puerto Rico; complete pet care services and veterinary advice through [PetCoach](#); and [petco.com](https://petco.com). The [Petco Foundation](#), an independent nonprofit organization, has invested more than \$230 million since it was created in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.

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