



Transforming Lives

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## **HILL'S PET NUTRITION TO LAUNCH "WELCOME HOME" ADOPTION CAMPAIGN; COMMITS UP TO \$130,000 TO HELP COVER ADOPTION COSTS AND PROVIDES HILL'S SCIENCE DIET TO ADOPTERS IN JANUARY**

*ARL to represent Northeast*

[Hill's Pet Nutrition](#) (Hill's), a leading partner in animal welfare, is proud to announce its first "Welcome Home" adoption drive this January to help shelter pets find loving homes. Hill's will partner with thirteen [Hill's Food, Shelter & Love](#) shelters nationwide, including the Animal Rescue League of Boston (ARL), the only participating shelter in the Northeast, and contribute up to \$130,000 to offset adoption costs.

The campaign kicks off with a "Welcome Home" float in the 2025 Rose Parade® presented by Honda, a collaboration with long-term shelter partner [Pasadena Humane](#). The float depicts the 'best day ever' for pets that are welcomed home on adoption day, celebrating the joy and companionship pets bring to our lives.

"Adoption is life-changing for shelter pets, which is why we are excited to launch our 'Welcome Home' initiative," said Dr. Karen Shenoy, US Chief Veterinary Officer at Hill's. "This campaign is designed to support shelters and break down barriers to adoption.

The beginning of the year is a critical time for animal shelters nationwide, many of which are at or over capacity. Data from Shelter Animals Count's [2024 Mid-Year Analysis](#) shows that although intakes are lower than the previous year, animals are remaining in shelters for longer periods, leading to a rise in shelter populations.

In an effort to alleviate the strain on shelters, Hill's will help cover a portion of adoption fees\*, and, to help newly adopted pets get a healthy start, Hill's will also provide a free starter bag of Hill's Science Diet and high-value coupons for their next bag (while supplies last).

Participating Hill's Food, Shelter & Love partners include:

- **Austin:** [Williamson County Regional Animal Shelter](#), [@wilcopetstx](#)
- **Boston:** [Animal Rescue League of Boston](#), [@arlboston](#)
- **Charlotte:** [Humane Society of Charlotte](#), [@humanecharlotte](#)
- **Dallas:** [SPCA of Texas](#), [@spcatexas](#)
- **Houston:** [Houston SPCA](#), [@houstonspca](#)
- **Kansas City:** [Great Plains SPCA](#), [@greatplainssPCA](#)
- **Kansas City:** [The Humane Society of Greater Kansas City](#), [@hsgkcofficial](#)
- **Kansas City:** [Wayside Waifs](#), [@waysidewaifs](#)
- **Las Vegas:** [The Animal Foundation](#), [@theanimalfoundation](#)
- **Pasadena:** [Pasadena Humane](#), [@pasadenahumane](#)
- **Philadelphia:** [ACCT Philly](#), [@acctphilly](#)
- **Raleigh:** [SPCA of Wake County](#), [@spcaofwakecounty](#)
- **Tampa Bay:** [SPCA Tampa Bay](#), [@spcatampabay](#)

High-quality nutrition, combined with veterinary care and the love of shelter teams, helps shelter pets be happy, healthy and more adoptable. That's why Hill's Food, Shelter & Love program provides science-led nutrition to more than 1,000 North American shelters every day. In 2024, the shelter program surpassed a new milestone of 15 million pet adoptions supported since its inception in 2002.

"ARL has a long-standing relationship with Hill's Food, Shelter and Love program, which provides the pets in our care with the high-quality nutrition they need to thrive while awaiting their new homes," said ARL President and CEO Dr. Edward Schettino. "We are excited to partner with Hill's for the 'Welcome Home' campaign, which is a shining example of Hill's ongoing commitment to helping shelter animals locally and across the nation."

**\*Hill's will cover adoption fees up to \$100 for up to 100 dog or cat adoptions at each participating shelter between January 2, 2025 and January 12, 2025.**

For photos of ARL adoptable animals, please click the Dropbox link below:

<https://www.dropbox.com/scl/fo/1n7gp3n21g7n2kk81qi58/AHJnCUBCsQD0z9OKeJPPm-A?rlkey=feaecva0pgm1zan71n8g67a3c&st=lur1sfax&dl=0>

#### **ABOUT THE ANIMAL RESCUE LEAGUE OF BOSTON:**

**Pets are family. This belief is at the heart of everything we do at the Animal Rescue League of Boston.** ARL is the first female-founded animal welfare organization in Massachusetts and is proud to carry on a legacy of kindness

and compassion, helping more than 20,000 animals annually since 1899. Recognized for innovative, award-winning programs that go beyond sheltering, ARL addresses the root causes of the issues facing animals and the people who love them. By partnering with communities, ARL helps animals heal and thrive, keeps pets and people together, and protects animals from harm. Because there is no government funding for this important work, animals must rely on people like you to get the care they need, when they need it most, 365 days a year. For more information, visit [arlboston.org](http://arlboston.org) and follow ARL on [Facebook](#), [LinkedIn](#), and [Instagram](#).

### **About Hill's Pet Nutrition**

Founded more than 75 years ago with an unwavering commitment to science-led pet nutrition, Hill's Pet Nutrition is on a mission to help enrich and lengthen the special relationships between people and their pets. Hill's is dedicated to pioneering research for dogs and cats using a scientific understanding of their specific needs. As a leading veterinarian recommended pet food brand, knowledge is our first ingredient with 220+ veterinarians, PhD nutritionists and food scientists working to develop breakthrough innovations in pet health. Hill's Prescription Diet therapeutic nutrition plus our everyday wellness product line, Hill's Science Diet, are sold at vet clinics and pet specialty retailers worldwide. For more information about our products and nutritional philosophy, visit [HillsPet.com](http://HillsPet.com).

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