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Dear Friend/Editor:

As the Founder and Executive Director of *Pets of the Homeless*, I am writing to introduce you to our organization and let you know how one manufacturer is making a difference.

Pets of the Homeless is a nonprofit volunteer organization that provides pet food and veterinary care to the homeless and less fortunate in local communities across the United States and Canada.

3.5 million Americans are homeless and 5% to 10% have companion pets. In some areas of the country the rate is as high as 24%. Our volunteer member collection sites donate the pet food they get from individuals to distributing organizations such as food banks, homeless shelters and soup kitchens which have agreed to distribute the pet food to the homeless and poor.

Tammy Arnett, the owner of *Pet Flys*, came to me with a unique fundraising idea. Her collection of *Perfect World Pets* are new 100% cotton canvas pet toys, named HOPE, FAITH & PEACE. They struck a chord with my entire board of directors and we are honored to receive a percentage of proceeds for our programs and are especially touched that Tammy saw fit to include information on how people can get involved helping *Pets of the Homeless*.

Because of the generosity of individuals like Tammy, we can continue doing our work toward our mission to help reduce hunger in pets belonging to the homeless and the less fortunate and provide veterinary care for those pets in communities across the country.

Pets of the Homeless and *Pet Flys* believe in the healing power of companion pets and of the human/animal bond which is very important to life.

Enclosed please find a press release with more information about *Pet Flys'* new toys as well as a sample, HOPE the elephant. If you have any questions, please don't hesitate to call.

Thank you for your consideration,

Genevieve Frederick
Executive Director/Founder