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Royal Canin comes to the rescue!

Royal Canin to the Rescue, a special program for select feline rescue organizations, offers exclusive delivery options and savings.

With a foundation in Knowledge and Respect for dogs and cats, Royal Canin strives to support efforts that share the same purpose. With its latest program for feline rescue organizations, *Royal Canin to the Rescue*, the dog and cat food manufacturer is doing just that. By offering free Direct Delivery, special savings, and free adoption guides for select rescues, Royal Canin's one-of-a-kind program is supporting those organizations that share the same passion for improving the lives of animals.

"The commitment of these organizations to save the lives of cats should be applauded," said Ann Hudson, Director of Marketing at Royal Canin. "We're excited to be able to provide a program that both benefits the health of the cats and supports these amazing organizations."

To get started with *Royal Canin to the Rescue*:

- Email RescueProgram@royalcanin.us for an enrollment form, complete and return.
- A welcome letter, member number, and Cat Care Guide order form will be supplied to the rescue along with a toll-free number for ordering Royal Canin PRO feline products.
- Place a minimum order of two (2) large Royal Canin PRO feline bags.
- Agree to feed and recommend Royal Canin to new owners upon adoption.
- Delivery is FREE and members will also be eligible to order FREE Cat Care Guides for each of their adoptions.

In addition to valuable information about understanding cats, care, nutrition and first aid, the Royal Canin Cat Care Guides include a free small bag coupon valued at up to \$16. "The free cat care guides are a great resource for the rescue organizations and the new owners," said Hudson. "These cats have likely been through pretty tough times, so it's important that their care is top notch moving forward."

Eight Royal Canin PRO formulas are available in the *Royal Canin to the Rescue* program. Formulas include exclusive nutrition for Queens, purebred cats, kittens, and cats with digestive sensitivities. For more information about this program or to learn about all Royal Canin products, visit www.royalcanin.us or email RescueProgram@royalcanin.us.

Royal Canin USA

Royal Canin USA is a forerunner of nutritional and technological advancement in pet food. With more than 40 years of experience in the animal health and nutrition industry, the company prides itself on putting knowledge and respect for the animal first. Royal Canin collaborates with nutritionists, breeders and veterinarians from around the world on impartial and relevant research to ensure dogs and cats receive the best nutrition. For more information, contact Royal Canin at 1-800-592-6687 or visit www.royalcanin.us.