



WINN FELINE FOUNDATION

For the Health and Well-being of All Cats

355 Cornell Street, Wyckoff, NJ 07481 www.winnfelinehealth.org

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Kiss Me I'm Rescued Photo Contest Celebrates Pet Adoption

PetHub.com's latest social media campaign benefits Winn Feline Foundation, Military Working Dog Adoptions and Petfinder Foundation by inviting people to "Pucker up to help animals."

FOR IMMEDIATE RELEASE

May 2, 2013 - WYCKOFF-- "Who Rescued Whom?" is a question often asked in reference to the bond formed between human and newly adopted animal. PetHub celebrates this bond in its newest campaign, "Kiss Me I'm Rescued." The fun, social media based photo contest, calls for photos of a smooch between a pet and their human, and for each entry PetHub will donate \$1 to **Winn Feline Foundation, Military Working Dog Adoptions** or **Petfinder Foundation**. In addition, PetHub is giving additional \$5 donations for purchases of specially selected tags and collars from its award winning pet identification product collection.

The first organization to join in the campaign was *Winn Feline Foundation*, an organization dedicated to the health and welfare of all cats, along with their champion, Steve Dale. Dale, an acclaimed certified animal behavior consultant and writer for *Chicago Now, USA Weekend* and host of "Steve Dale's Pet World" radio talk show, is excited to be on board with PetHub's campaign that will help benefit the *Winn Feline Foundation*. "There isn't a cat who hasn't benefited from research which the Winn Feline Foundation has funded for over 40 years, from infectious disease to issues relating to cats in shelters to heart disease to diabetes or kidney disease -- the Winn Feline Foundation supports cat health," says Dale. "It's wonderful that PetHub is helping to support our work through the 'Kiss Me I'm Rescued' campaign, and we're excited, too, to help spread the word about PetHub and how their technology is helping pets."

"We are honored to be partnering with these three amazing charities," said Tom Arnold, CEO and Founder of PetHub. Arnold, who left Microsoft to start PetHub added, "It's exciting that we not only get to help animals through the technology platform we've built here at PetHub.com, but that we also can call on our growing and passionate fan base to help us give even more back to the animal welfare community through a fun contest."

Military Working Dog Adoptions

PetHub first met *Military Working Dog Adoptions'* Debbie Kandoll at American Humane Association's 2011 Hero Dog Awards where her dog, Bino, won the "Hero Military Dog Award." *Military Work Dog Adoptions* was established for the purpose of making the Retiring Military Working Dog adoption process easier so these veterans can find a forever home. "We were thrilled to be asked to join such a worthwhile effort, and strongly support what PetHub does to help lost pets get home," said Kandoll, Executive Director of Military Working Dog Adoptions. "It's such an honor to be partnering with such a fantastic company that really works hard to make a difference in animals' lives."

Petfinder Foundation

The third organization to benefit from the contest and sale of special products, *Petfinder Foundation*, supports the 13,700+ shelters and rescue groups who post their adoptable pets on Petfinder.com. Through cash and product grants, Petfinder Foundation helps these organizations keep the pets in their care happy and healthy and find them forever homes. Their mission is to ensure that no adoptable pet is euthanized for lack of a home, a mission that closely aligns with PetHub's own. "We are thrilled to be working with PetHub on 'Kiss Me I'm Rescued'," said Emily Fromm, Vice President of Development at Petfinder Foundation. "Here at the Petfinder



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Foundation, we help shelters and rescue groups so they can find loving homes for pets in need, and adopters tell us all the time, 'I thought I was rescuing my pet, but he rescued me.' Through its innovative use of social media, 'Kiss Me I'm Rescued' shares the joy that adoption brings to both pets and people," adds Fromm.

Contest & Campaign Details

All residents of the U.S. over the age of 18 are encouraged to submit a photo of either them kissing their pet, or their pet kissing them. The photo contest entry period runs from May 6 to May 26, 2013, with submissions accepted until 11:59 PM (Pacific Time). Approved entries will go through two rounds of public voting from May 27th through June 10th, with the grand prize winner announced on June 11th. In addition to a gift of PetHub ID products and services to the winner, PetHub will donate a gift of cash, products and services valued at over \$10,000 to the local or regional animal shelter, rescue or welfare organization of the winner's choice.

The "Kiss Me I'm Rescued" campaign also includes 15 of PetHub's most popular QR ID products. These products are not only discounted from now through June 15, but each purchase of these special tags and collars will trigger an additional \$5 donation to one of the three national animal charities partnered in the campaign. More details can be found on PetHub's special "Kiss Me" page at <http://www.PetHub.com/KissMe>.

*The **Winn Feline Foundation** is a non-profit organization established in 1968 that supports studies to improve cat health. Since 1968, the Winn Feline Foundation has funded more than \$4 million in health research for cats at more than 30 partner institutions world-wide. This funding is made possible through the support of dedicated donors and partners. Research supported by the Winn Feline Foundation helps veterinarians to improve treatment of common feline health problems and prevent many diseases. Grants are awarded twice yearly with the help of the foundation's expert review panel. For further information, go to www.winnfelinehealth.org*

About PetHub, Inc.

PetHub, Inc., is focused on getting lost pets home faster and safer than ever before by utilizing current and new technologies, including NFC/QR code pet ID tags, GPS mapping, and real-time notifications. The company has multiple software and hardware patents pending. Success stories at can be found at <http://PetHubFound.me>. PetHub is available in English, German, French and Dutch languages, with users throughout the world. See also some of PetHub's fan videos at <http://PetHub.tv> or <http://www.youtube.com/watch?v=cH4PtMU5p0w&list=PL8na...>