



Response to Bushfires

PEDIGREE® understands the devastation caused by the bushfires and the severe impact they're having on communities (including dogs and their owners) and is offering support.

Mars Australia, has responded by contributing:

- 20 pallets of mixed cat & dog food to refuge centres across Victoria and animal welfare organisations focussed on pet rescue and relief

Much of this contribution is being delivered by Mars volunteers and we are working with veterinary clinics and dedicated animal welfare organisations operating on the ground, to ensure the pet food is delivered to the right places quickly.

In addition to donations of pet food, Mars Australia is providing confectionery and food products along with a substantial cash contribution, which will flow both to human relief groups – including the Red Cross – and animal welfare groups focussed on both pets and wildlife.

The Associates at **PEDIGREE** and Mars Australia are also actively donating personal items and cash, hoping to help as many people as possible, as quickly as possible.

We encourage all our customers to make a donation to one of the many major charities involved in helping affected individuals, families, companion animals and wildlife.

PEDIGREE®. We're for dogs.®

