



PRESS RELEASE

Germany gives paw for animal welfare

Fressnapf calls for donations for the German animal welfare association

Specialty chain Fressnapf is calling for customer donations for animal welfare for World Animal Day on October 4th. Committed Fressnapf customers can make a personal contribution to the protection of animals with the fundraising campaign "Ich gebe Pfötchen" ("I give paw"). Everyone can take part with as little as one euro from September 29th until October 8th at all of the around 700 Fressnapf stores in Germany.

For one euro, customers receive a card with two stickers, one to take with them and the other to write their name on, which is then attached to the entrance door of the Fressnapf store. All "paw givers" also participate in a competition draw with an attractive first prize. Fressnapf will donate the money it receives for the stickers to the German animal welfare association. "We are pleased that Fressnapf is once again actively promoting animal welfare for this year's World Animal Day," says Wolfgang Apel, President of the German animal welfare association. "The "Give paw" campaign is not just a fantastic idea – it also corresponds to a large total donation, which we can put to good use in our wide variety of animal welfare projects."

Donations can also be made online at www.fressnapf.de. Registered members of the Fressnapf animal community can participate too – instead of one euro, stickers can be bought for 100 "paws", the currency of the community. Personalised paw stickers are then displayed on a virtual Fressnapf pin board on the website. 100 paw key rings will be awarded to community participants as a thank you.

Fressnapf, Germany's leading retailer of pet food and accessories, has been involved in animal protection for many years now. The company and its franchisees invest around 400,000 euros in the form of money and donations in kind towards animal welfare every year.

Further information:

Fressnapf Tiernahrungs GmbH

Achim Schütz

Westpreussenstr. 32-38

47809 Krefeld, Germany

Phone: +49 (0) 2151/5191-1231

Fax: +49 (0) 2151/5191-281231

E-mail: achim.schuetz@de.fressnapf.eu