

Pulling Together

The pet world rallies around rescue groups, shelters and charitable organizations to support feline friends.

By Elisa Jordan

It seems like almost everyone is feeling the pinch during the nation's economic recession. The pet industry is no different. However, unlike other industries, it involves living, breathing creatures that become loved, essential members of our households and families.

It stands to reason, then, that some individuals in the pet industry aren't your average business executives. Many of them make efforts to put animals first and regularly create programs to assist shelters and rescues and to help average owners keep their pets happy and healthy. In these times, some might expect that companies would scale back their giving. Instead, some are rallying around animals and the pet community.

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