

Felicity Huffman Supports Adoption Campaign

The actress will serve as the North American ambassador for the Iams Home 4 the Holidays annual adoption drive.

Posted: Oct. 6, 2008, 3 a.m. EDT

The goal of Iams Home 4 the Holidays program, which runs through Jan. 5, is to place 1 million animals in loving homes. Since 1999, the Iams Home 4 the Holidays adoption campaign has helped place more than 2 million homeless cats, dogs and other pets into new, loving homes. This year, Felicity Huffman, one of the stars of ABC's "Desperate Housewives," will serve as the campaign's North American ambassador, using her experience of adopting a pet as motivation to help draw attention to the plight of homeless pets.

"I'm proud to be a part of Iams Home 4 the Holidays to help raise awareness about the importance of pet adoption, so we can place 1 million animals in loving homes this holiday season," Huffman said. "When our family decided to get a new pet, we chose to adopt, and now Tucker is more than a wonderful pet – he's part of our family."

Started by the Helen Woodward Animal Society in San Diego in 1999, the adoption campaign continues to grow, placing more homeless animals into new homes each successive year. This holiday season, potential pet owners are encouraged to visit animal shelters and rescue groups to adopt cats, dogs or other animals. The Iams Home 4 the Holidays campaign runs from Oct. 1 through Jan. 5. When a family adopts a pet from a participating shelter, they will receive an Iams Adoption Starter kit that includes pet food, coupons and pet care information.

"Last year, our pet adoption drive found homes for nearly 500,000 animals, and this year, we've doubled our adoption goal," said Dan Rajczak, general manager of P&G Pet Care in North America. "All of our partner animal organizations, including the team at Helen Woodward Animal Center and the pet-passionate folks here at Iams, are committed to working together to help place at least 1 million pets into new homes."

For more information or to find a participating animal shelter, visit the Iams Home 4 the Holidays website.