

Holiday Adoption Drive Saves 1.2 Million Pets

More than 540,000 cats adopted during Iams Home 4 the Holidays campaign.

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Betina, a 2-year-old marmalade cat, was adopted during the campaign. Photo credit: Trisha St. George, courtesy of Helen Woodward Animal Center. More than 1 million animals have been adopted into new families thanks to a three-month initiative launched in October by Iams Home 4 the Holidays.

The pet adoption program, also known as IH4TH, partners thousands of animal organizations dedicated to finding stable homes for orphaned pets around the world. As of Jan. 5, this annual campaign found homes for 1.2 million animals.

Of that amount, 543,569 of the pets are cats, with 591,533 dogs. Other animals, such as rabbits, reptiles and birds, accounted for 67,649.

Glenda, a 1-year-old spayed female, found a new home during the event. Photo credit: Trisha St. George, courtesy of Helen Woodward Animal Center. Seventeen countries participated in the adoption drive, which enlisted the help of award-winning actress and pet-adoption advocate Felicity Huffman. As its North American Ambassador, she helped inspire others to open their homes to a pet in need.

Together with founding partner Helen Woodward Animal Center near San Diego, 3,500 worldwide animal organizations and Huffman, Iams Home 4 the Holidays has helped save the lives of more than 3 million animals since it began in 1999.

"I am so honored to have been part of this important cause — it's amazing to think of the impact we've made on the lives of so many pets," Huffman said in a statement. "I'm sure all of these new pet owners will experience the same feelings of joy and reward that my family and I feel from our adopted dog Tucker."