



Campaign Raises \$70,000 for Shelters

Intervet/Schering-Plough Animal Health donated funds raised in its microchipping program for cats and dogs.

Posted: June 16, 2009, 3 a.m. EDT

Funds raised from the microchipping campaign were donated to Bring Pets Home, which funnels the money toward animal shelters. Intervet/Schering-Plough Animal Health's HomeAgain Pet Recovery Service raised nearly \$70,000 for animal shelters last month.

For each pet enrolled in its microchipping program in May, the Kenilworth, N.J.-based company made a \$1 donation in recognition of the American Humane Association's Be Kind to Animals Week.

The funds, which included some additional donations, were channeled to the shelters via the fundraising website Bring Pets Home. All money raised by the site goes toward animal shelters.

Intervet/Schering-Plough Animal Health also pays for all the administrative costs associated with Bring Pets Home.