

Halo Named Official Sponsor of Freekibble.com's Twitter Page

Shelter cats and dogs to benefit from each new follower.

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Halo will donate one meal to a shelter cat or dog (up to 200,000) for every new @freekibble and @halopets follower. Halo Purely for Pets, a Tampa, Fla.-based manufacturer of natural pet care products, has been named the official sponsor of Freekibble.com's Twitter page. As sponsor, Halo plans to donate one meal of its Spot's Stew pet food for each new @freekibble and @halopets follower — up to 200,000 meals. The company reported on Aug. 27 that it has already reached its first 1,000 meal benchmark.

Thirteen-year-old Mimi Ausland founded Freekibble.com in April 2008 with the goal of providing food for dogs and cats in shelters. For every trivia question answered on the website, Freekibble.com pledges to raise 10 pieces of kibble for shelters from Oregon to Florida.

Freekibble.com's Twitter page and feed includes daily reminders to participate in the trivia challenge as well as donation updates, Freekibble.com news and contests. In addition, Halo's board-certified veterinary advisor Donna Spector, DVM, will provide holistic pet care information for a special weekly trivia question.

Halo also plans to help Freekibble.com launch an iPhone game called Kibble Katch later this year. Playing Kibble Katch would result in the donation of additional Halo food to animal shelters, according to the company.