

## Companies Team Up to Fight Feline Cancer

**Petco and Blue Buffalo hope to raise \$1 million during Pet Cancer Awareness Month.**

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Petco and the Blue Buffalo Pet Food Co. have teamed up to raise awareness and funds to help fight pet cancer. Throughout Pet Cancer Awareness Month in May, consumers can make donations to the cause by rounding up their in-store Petco purchases to the next dollar or by making a donation in an amount of their choice. Blue Buffalo, which is based in Wilton, Conn., has pledged to donate up to \$1 for every bag of its Blue dog or cat food purchased.

All donations will go to the Morris Animal Foundation to fund pet cancer research. The Morris Animal Foundation is a Denver-based nonprofit dedicated to funding humane animal health research that protects, treats and cures companion animals, horses and wildlife. Petco and Blue Buffalo aim to raise \$1 million for the cause.

“Petco believes in prevention and early detection of pet cancer, and that’s why we partnered with the Blue Buffalo Pet Food Co. for Pet Cancer Awareness Month,” said Dr. Thomas Edling, Petco’s veterinarian. “Taking a month to focus on this cause will help pet owners learn the warning signs of pet cancer and make them aware of the resources available to help.”

Pet Cancer Awareness Month is sponsored by the Blue Buffalo Foundation for Cancer Research, which was founded by the Blue Buffalo Pet Food Co. in 2003. As part of the observance, the foundation is sponsoring a Pet Cancer Awareness tour in May in memory of Gibson, the world’s tallest dog, who lost his battle with osteosarcoma last year.

The tour will stop at Petco stores across the United States to provide pet owners with information on pet cancer.

In addition, Petco has designated May 8 as Pet Cancer Awareness Day at its stores nationwide. Veterinarians will be available from 10 a.m. to 2 p.m. to speak with pet owners about what they can do to prevent cancer and what warning signs to look for in their animals.

The San Diego-based retailer is also celebrating Pet Cancer Awareness Month by launching a virtual wall on its website for fighters and survivors of pet cancer.