



Animal Planet Launches Search for Hero of the Year

Cat lovers can nominate their veterinarian or anyone else who works to improve animal welfare to be Animal Planets Hero of the Year.

Animal Planet is searching for Hero of the Year, a campaign that recognizes animal lovers who invest their time, talent and spirit to help animals in their community. Cat lovers can nominate anyone who works to improve animal welfare, from veterinarians to a neighbor who helps stray cats.

Many people have a connection to animals, but some people rise to the challenge and take that connection to another level by dedicating their time and energy to the protection and preservation of animals, said Maureen Smith executive vice president and general manager of Animal Planet. Honoring individuals who are making a difference for animal welfare in their communities is just one way to show Animal Planets commitment, and we are pleased the makers of Fresh Step litter have partnered with us on this initiative.

The campaign will run for eight months and nominations will be accepted through Aug. 27. A panel of judges will then select 10 finalists. Peoples choice voting on the finalists will run from Sept. 25 through Oct. 8.

The winner will be announced the week of Oct. 30, in conjunction with Heroes Week and the airing of premiere episodes of Animal Planet Heroes programming. Animal Planet will donate \$10,000 to the winners favorite animal related charity. The winner will also receive a trip for two to Hawaii.

For more information and guidelines, visit <http://www.animalplanet.com/>.

Posted: March 29, 2006, 3:00 p.m. EST