

Iams Home 4 the Holidays Sets World Pet Adoption Record

Of those adopted, 172,016 cats found homes with new families.

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The 8th Annual Iams Home 4 the Holidays event set a new pet adoption record of placing 378,754 animals in new homes, reported the campaign co-founders, pet food company Iams and Helen Woodward Animal Center of San Diego.

The campaign united 186,987 dogs, 172,016 cats and 19,761 other pets with their new families.

"Not only did we surpass our goal of 350,000 adoptions, we broke the world pet adoption record that we set last year," said Mike Arms, Helen Woodward Animal Center president. "We believe that the holiday season is a time for families and sharing. What greater gift can there be than to save the life of an orphan during the holidays?"

More than 2,440 animal welfare organizations in 12 countries worldwide participated.

Iams Home 4 the Holidays has surpassed 1.5 million adoptions since its inception in 1999.