

## Pet Adoption Drive Starts Nov. 6

**The 8th annual Iams Home 4 the Holidays campaign hopes to find homes for 350,000 cats and dogs this holiday season.**

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Iams and the Helen Woodward Animal Center, along with more than 2,000 animal shelters across the country, will kick off the 8th annual Iams Home 4 the Holidays campaign on Nov. 6. The adoption drive will continue until Jan. 2, 2007. The goal of the campaign this year is to place 350,000 homeless cats and dogs in new homes.

Academy-award winner Diane Keaton and actress Kristen Bell, star of the television show "Veronica Mars," are lending their star power to the campaign this year to encourage people to adopt a new pet. "I'm honored to be a part of such an enormous life-saving effort," Bell said. "I applaud all the shelter and rescue groups who have made this program the success that it is. I encourage everyone to consider pet adoption."

Previous Home 4 the Holidays campaigns have placed more than one million companion animals in new homes. Last December, the one millionth pet was adopted in Milton, Fla., a cat named Lucky.

For more information about the Iams Home 4 the Holidays campaign, visit [www.home4theholidays.com](http://www.home4theholidays.com) or [www.iamsfriendsforlife.com](http://www.iamsfriendsforlife.com).