

Pet Food Drive Launches This Week

Collected provisions will go to the animals of Meals on Wheels recipients.

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Senior recipients of Meals On Wheels who have pets may receive pet food in addition to their meals this holiday season as part of a new nationwide initiative.

The Meals On Wheels Association of America is partnering with private veterinary practice Banfield, The Pet Hospital to launch a national pet food drive for the pets of Meals On Wheels recipients.

The drive kicks off Nov. 1, 2006 and continues through the end of the year. Banfield and Meals On Wheels say they hope to collect more than one million pounds of pet food in Banfield hospitals across the country.

While many Meals On Wheels programs have their own pet food services, the Banfield/MOWAA partnership is the first initiative of its kind on a national level, the organizations say.

“Pets are the only companions that some of the homebound seniors who receive Meals On Wheels have. So ensuring that they also get the meals they need to stay healthy is very important,” said Meals On Wheels Association of America CEO Enid Borden.

Throughout the campaign, in addition to encouraging and collecting pet food donations, Banfield hospitals will collect monetary contributions for Meals On Wheels, with the goal of raising \$100,000. Additionally, Banfield says it will help connect people interested in volunteering with local Meals On Wheels programs.

For more information on the drive, visit the Banfield website at www.banfield.net or the Meals on Wheels site, www.mowaa.org.