



## ARIZONA HUMANE SOCIETY

Improving the Lives of Animals Since 1957

For Immediate Release

August 26, 2008

Media Contact:

Kimberly Searles, Marketing and Community Relations

Office: (602) 997-7586 ext. 1013/Cell: (602) 359-7997

### **Pet Well-being the Focus at AJ's Fine Foods on Saturday, August 30** *Fundraising activities to benefit homeless pets at the Arizona Humane Society*

---

PHOENIX – Homeless pets will soon be wagging their tails – and for good reason. AJ's Fine Foods and Freshpet will support the Arizona Humane Society with two separate fundraising activities, from now until the end of September.

**From 8 a.m. to noon this Saturday, Aug. 30**, Freshpet will offer free samples of its new premium, all-natural dog food at the AJ's store at 13226 N. 7<sup>th</sup> Street in north Phoenix. In addition, the company will donate \$1 to the Arizona Humane Society for every Slice & Serve product roll purchased this Saturday. Visitors to the store on Saturday also can meet several adoptable dogs and puppies, and pick up free pet-related information.

"Our pets deserve the very best, which is why we're thrilled to be among the first locations to offer this new line of fresh, wholesome pet food," said AJ's Category Manager Gordon Christie. "At the same time, we're looking forward to helping pets who need to find a loving home."

**From now through Sept. 30**, AJ's customers also can support the Arizona Humane Society by purchasing a paper "paw" icon for one dollar at any of the registers at the north Phoenix store. One hundred percent of funds raised from these icons will benefit the Arizona Humane Society.

"We're grateful to both AJ's and Freshpet for championing homeless pets in our care," said Tim Crum, executive director of the Arizona Humane Society. "These fundraising activities are a great way to invite north Phoenix residents about the many ways they can help their community."

For more information about AJ's Fine Foods, the Arizona Humane Society and Freshpet, visit [www.ajsfinefoods.com](http://www.ajsfinefoods.com), [www.azhumane.org](http://www.azhumane.org) and [www.freshpetselect.com](http://www.freshpetselect.com).

---

*Founded in 1957, the Arizona Humane Society is the state's largest, nonprofit animal-welfare and protection agency. The mission of AHS is to improve the lives of animals, alleviate their suffering, and elevate their status in society.*

*Learn more at [www.azhumane.org](http://www.azhumane.org).*

*AJ's Fine Foods was created in 1985 with the mission of bringing the upscale gourmet market experience that features a boutique-like atmosphere and that delights the senses. Since then, AJ's has grown to 14 locations in Arizona. Learn more at [www.ajsfinefoods.com](http://www.ajsfinefoods.com).*

Freshpet™ is a group of pet experts, nutritionists, and dog lovers dedicated to feeding pets the goodness of real, fresh food. Headquartered in Secaucus, New Jersey, Freshpet™ is the only U.S. manufacturer and marketer of fresh, refrigerated food for dogs. Additional information about Freshpet, including a store locator, is available at [www.freshpetselect.com](http://www.freshpetselect.com).

###