FOR IMMEDIATE RELEASE

THE SOCIETY OF ANIMAL WELFARE ADMINISTRATORS AND HILL’S PET NUTRITION WILL VOLUNTEER AT OPERATION BREAKTHROUGH TO FEED UNDERPRIVILEGED CHILDREN

Hill’s Pet Nutrition to Donate $1,000 to Operation Breakthrough

November 9, 2010 – Kansas City, MO – Giving back to the community that has served furry friends in need, The Society of Animal Welfare Administrators (SAWA) and Hill’s Pet Nutrition, will partner to serve breakfast to more than 600 children at Operation Breakthrough. Operation Breakthrough is a non-profit corporation that strives to help impoverished children develop to their full potential by providing educational programs, health and family services to families in the greater Kansas City area.

More than 98 percent of the families enrolled at Operation Breakthrough live below federal poverty guidelines and more than half of them are either in foster care, shelters or transitional living programs due to abuse, neglect or other family crises. In an effort to give back to the local community, SAWA and Hill’s Pet Nutrition will join Operation Breakthrough and provide healthy, well balanced breakfast meals to more than 600 children at the Operation Breakthrough facility at 8:00 a.m. on November 9, 2010.

“We are so grateful to have the support of SAWA and Hill’s,” said Sister Berta, co-founder of Operation Breakthrough. “It is through the help of our community and organizations like these that we are able to lead change for the underserved children and underprivileged families enrolled in our program.”

Hill’s Pet Nutrition is a leader in enriching and lengthening the lives of family pets and is taking this volunteer opportunity to enrich the lives of families in need. In an effort to support Operation Breakthrough and its great work, Hill’s Pet Nutrition will donate $1,000 to help feed the homeless and less fortunate children.

“We are proud to support Operation Breakthrough by serving breakfast to the children in the local community who are part of the program,” said Neil Thompson, CEO of Hill’s Pet Nutrition Inc. “At Hill’s we have a strong commitment to support our community with donations as well as volunteer opportunities like this one.”

“For more than 40 years we have been dedicated to finding solutions for animal care concerns and issues and are excited to partner with Hill’s Pet Nutrition in community service volunteerism for Operation Breakthrough,” said Jan McHugh-Smith, Chair, SAWA.

Note to the Media
Operation Breakthrough is located on 3039 Troost in Kansas City Missouri. Breakfast will be served at 8:00 a.m. Executives and children will be available for interviews.

About The Society of Animal Welfare Administrators (SAWA)
The Society of Animal Welfare Administrators (SAWA) is a non-profit individual membership organization of professionals in animal welfare, care & control. SAWA was founded in 1970 by six directors of humane organizations located throughout the country. They wanted to have the opportunity to collaborate with other executives to share their professional concerns and ideas.
SAWA is the only international society of professionals actively leading and managing community animal shelters and animal control agencies. SAWA members collaborate to rescue, shelter, rehabilitate and find good homes for animals. For more information visit www.sawanetwork.org

About the Hill’s Pet Nutrition Science Diet Shelter Nutrition Partnership Program
In 2002, aligned with the company’s mission of enriching and lengthening the special relationships between people and pets, Hill’s Pet Nutrition, Inc. founded the Science Diet Shelter Nutrition Partnership Program. Through this program, Hill’s donates the superior nutrition of Hill’s Science Diet pet food to homeless pets in shelters nationwide. These donations help make shelter pets happy, healthy and fully prepared for adoption. Since the program’s inception, Hill’s has donated more than $180 million worth of food to more than 1,000 shelters nationwide helping more than 5 million pets find new homes. For more information visit Facebook.com/HillsPetNutrition.

About Operation Breakthrough
Operation Breakthrough is a nationally accredited, not-for-profit corporation that began in 1971 as a response to requests from parents in the central city for quality child care for children of the working poor. Operation Breakthrough’s initial funding came from the Model Cities Program and a grant from the Hall Family Foundation. Current funding comes from a federal Head Start grant, the State of Missouri, the city of Kansas City, private donations and various foundations.

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