



## **Muenster Milling Partners with Operation Kindness Pet Food Donation to Benefit No-Kill Animal Shelter**

CARROLLTON, TX (August 12, 2014)...This month Muenster Milling, a pet food manufacturer located in Muenster, Texas, is offering a special promotion to help local animal shelter [Operation Kindness](#). Muenster Milling will donate one bag of pet food to the no-kill shelter for each bag purchased at [MuensterMilling.com](#) using the promo code "**Operation Kindness**." Purchasers will receive a 10% discount and free shipping on their order when they use the code during the month of August. The promotion will end Aug. 31 at 11:59 p.m. Central. **Operation Kindness** and Muenster Milling hope the public will help them reach a goal of 6,000 pounds of donated food.

"This is a wonderful opportunity for us to cut costs at the shelter and promote a great local business at the same time," said Lynn Handley, director of marketing at **Operation Kindness**. "We're hoping there will be a great response from the public to make this a success."

Muenster Milling is a family-owned business that prides itself on high quality pet foods with natural ingredients. The company has operated in Muenster for more than 80 years. What began as a flour mill has grown into a pet food manufacturer that sources most of its ingredients within 30 miles of the plant. The company was one of the first in the nation to launch an all-natural pet food diet, which it did in 1999.

"We're a fourth-generation Texas family business and because we're all about putting the customer first, our foods are based on nutrition and science, not fads and not marketing. We live here, so we give here. Our plan is to continue to do promotions such as these to help eliminate pet food as a cost for **Operation Kindness**. The shelter is a great cause," said Mitch Felderhoff, vice president of sales and marketing at Muenster Milling. "We invite North Texans to help us benefit **Operation Kindness**."

Those interested in participating in the promotion can access it by going to [OperationKindness.org](#), clicking on the Muenster Milling promotion button and using the code "**Operation Kindness**" during the checkout process.

**Operation Kindness** is a nonprofit organization that relies on donations such as these to support the animals it cares for. The shelter typically spends more than \$380 on each animal in its care, providing food, shelter and veterinary treatments such as tests, vaccinations and other medical procedures.

**About Operation Kindness:** **Operation Kindness** is the oldest and largest no-kill animal shelter in North Texas. Each day **Operation Kindness** cares for an average of 300 animals at its Carrollton, Texas, shelter with an additional 100 animals living in its foster home network. **Operation Kindness** is a nonprofit organization that has saved nearly 80,000 animals since its inception. Learn how to adopt, donate or volunteer by visiting [www.OperationKindness.org](#) or by calling 972-418-7297.

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