



Petco Love Recognizes Lifesaving Work at Operation Kindness with Generous Grant Award

The \$15,000 Investment Will Continue to Support Animal Enrichment Endeavors

CARROLLTON, TX (April 28, 2021) – As an opportunity to support the lifesaving work of [Operation Kindness](#) on behalf of animals in need of kindness and care, Petco Love, formerly known as the Petco Foundation, is awarding the leading no-kill animal shelter in North Texas with a \$15,000 grant. The recognition from the national animal nonprofit will support Operation Kindness' endeavors to further its commitment to providing lifesaving, quality care to dogs and cats in need of a loving, responsible home.

Petco Love is a nonprofit leading change for pets nationally by harnessing the power of love to make communities and pet families closer, stronger, and healthier. Since their founding in 1999 as the Petco Foundation, they've empowered organizations with \$300 million invested to date in adoption and other lifesaving efforts. And they've helped find loving homes for more than 6.5 million pets in partnership with Petco and more than 4,000 organizations nationwide.

"Today, Petco Love announces an investment in Operation Kindness and hundreds of other organizations as part of our commitment to create a future in which no pet is unnecessarily euthanized," said Susanne Kogut, President of Petco Love. "Our local investments are only one component. This month, we will also launch the first of our national tools to empower all animal lovers to drive lifesaving change right alongside us."

Because animal enrichment is one of the most significant driving forces behind the organization, Operation Kindness is excited to receive the grant award from Petco Love. The shelter will utilize the funds to continue its animal welfare endeavors, ensuring all pets in its care have an opportunity to overcome any challenging obstacle before they're ready for adoption. Giving dogs and cats a second chance at an excellent quality of life is integral to their wellbeing, safety and providing a future where animal homelessness isn't prevalent. Due to the community and organizations such as Petco Love, Operation Kindness can continue its advocacy, create partnerships and programs, and be a staple resource for humans and animals alike.

"We're thrilled to receive this investment from Petco Love. To know they believe in our mission and are providing an opportunity for Operation Kindness to extend its lifesaving work is an honor," said Ed Jamison, CEO of Operation Kindness. "Petco Love has been a tremendous partner to us in the past. Recognition on a national scale means we're doing our due diligence to address pets and their needs. We're thankful for a chance to continue our work to save the lives of dogs and cats by providing them with wonderful, loving homes."

What started as a small mission to provide lifesaving support for pets has grown into a community-supported endeavor to ensure no animal is left behind. For over 40 years, Operation Kindness has made a powerful impact on the North Texas community and continues in the animal welfare space to increase awareness and directly address the complexity of animal homelessness. By rescuing thousands of pets every year and offering enrichment opportunities, medical treatment, food, shelter and ultimately, a haven until each pet is ready to find a family of their own, Operation Kindness' vision can be fully realized.

For more information about Operation Kindness, its mission and how the community can get involved with donation, adoption, or foster opportunities, learn more at www.operationkindness.org. To learn more about Petco Love, visit petcolove.org.

About Operation Kindness

Founded in 1976, Operation Kindness is a pioneer in North Texas for providing assistance to animals in need of medical care, companionship, and most of all, a home. As an advocate for humane values and behaviors, Operation Kindness has been able to save more than 112,500 animals since its inception. To learn more about Operation Kindness, please visit www.operationkindness.org.

About Petco Love (Formerly Petco Foundation)

Petco Love is a nonprofit changing lives by making communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing nearly \$300 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.5 million pets in partnership with Petco and organizations nationwide. Today, our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Is love calling you? Visit petcolove.org or follow at [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) to be part of the lifesaving work we're leading every day.

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