



Press Contact: **Jaime Stoner**
212-334-0333

Halo, Purely For Pets Donates 10,000 Meals To Animal Shelter, Inc. of Sterling, MA!

*Halo and Ellen DeGeneres Help Feed Shelter Pets
While Raising Awareness of the Need for Pet Adoption*

STERLING, MA, June 1, 2010 – Halo, Purely for Pets (www.halopets.com), a leading producer of holistic pet care products, donated 10,000 meals of their Spot's Stew to **Animal Shelter, Inc. of Sterling, MA**, courtesy of Warner Bros. and **Ellen DeGeneres** on behalf of Channel 5 Boston.

This donation is part of Halo and Ellen DeGeneres' initiative to donate 1 million meals in 2010 to shelter pets and raise awareness of the need for pet adoption. The initiative is in conjunction with the United States Postal Service to promote its 2010 social awareness stamp, "Animal Rescue: Adopt a Shelter Pet."

The Animal Shelter Inc. of Sterling, Massachusetts is a non-profit organization and no-kill animal shelter with no time or age restrictions. Their on-site veterinary clinic cares for over 3,000+ animals that come through the shelter yearly and provides a low/no cost spay/neuter, general wellness program assisting local animal control officers, shelters and breed rescues.

"We were honored to be approached by USPS for this campaign," said Steve Marton, CEO, Halo Purely for Pets. "We're here to help make sure this amazing social awareness translates into a meaningful difference for shelter pets. That's why we're working with everyone to reach the 1 million meal donation of Halo Spot's Stew."

While pet lovers have the opportunity to purchase the "Animal Rescue: Adopt a Shelter Pet" stamps, Halo is also giving them the chance to help participate in their goal of feeding 1 million dogs and cats in 2010 through contests, Facebook, Twitter, and through Freekibble.com.

On April 30, Ellen joined Postmaster General John E. Potter for the official stamp dedication ceremony at the Academy of Television Arts & Sciences in Hollywood. The stamps are now available for sale nationwide.

"Pet adoption is something I'm extremely passionate about," said Ellen DeGeneres, Co-Owner of Halo Purely for Pets. "I believe that by working together, we can find good homes for the millions of homeless and abandoned pets out there. And until they get adopted, I'm happy to say that Halo and I are giving one million meals to shelter pets that are waiting for you."

"These stamps continue a 50+ year Postal Service tradition of bringing attention to serious social issues of the day ... one letter at a time," said Postmaster General John E. Potter. "Our goal is to increase public awareness of the number of sheltered pets in this country, to encourage pet adoption and to promote humane and responsible pet care."

Halo is also proud to partner with 13 year old Mimi Ausland and the organization she started, Freekibble.com. She was named the ASPCA and Humane Society of the US Kid of the Year because of the awareness she's created for shelter pets. Halo and Freekibble.com have already donated over 400,000 meals together to shelter pets this year.

For more information, please visit www.halopets.com/help, or www.stampstotherescue.com

ABOUT HALO, PURELY FOR PETS®

For over 20 years, Halo, Purely for Pets® has created holistic pet products of uncompromising quality. Halo believes nutrition is the single most important factor in the quality of a pet's life. Halo natural pet food, treats, supplements and grooming products – including the award-winning Halo Spot's Stew, Dream Coat and Liv-a-Littles treats -- are available at Petco and Whole Foods, at thousands of independent pet specialty and natural food stores, and online at www.halopets.com.

Ellen DeGeneres – a long time Halo customer -- became a part-owner of Halo in 2008, saying, "because I think Halo is incredible, I decided to become part owner in hopes that all animals have the chance to be the healthiest they can be. And I'm anxious to spread the word so that everybody knows about Halo."

ABOUT ANIMAL SHELTER, INC.

The Animal Shelter Inc. of Sterling, Massachusetts is a non-profit organization (formed in 1988 - incorporated in 1994) and no-kill animal shelter with no time or age restrictions.

The shelter exists to provide humane sheltering and high quality medical care for stray, unwanted, abused and neglected animals and to find loving, lifelong homes for orphaned pets.

The staff is dedicated to finding good homes for adoptable pets and we continue to promote responsible pet ownership and to improve the quality of life for the animals and people in their community.

The Shelter is supported entirely by donations from private individuals and through surrender and adoption fees. The Animal Shelter, Inc. does not receive support from the United Way or from federal, state or local governments. Their on-site veterinary clinic cares for over 3,000+ animals that come through the shelter yearly and provides a low/no cost spay/neuter, general wellness program assisting local animal control officers, shelters and breed rescues.

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