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Pet Food Express Supports Rescue Groups/Adoption - A Beautiful Partnership!

By Shauna Hill

[Editor's note: this article features one of Mickaboo's important partners, Pet Food Express, describing the many ways in which Pet Food Express helps the rescue community at large.]

Many who log on to the Pet Food Express (PFE) [website](#) or have visited one of their many locations throughout Northern and (now) Southern California have seen that this amazing company is very supportive of pet adoption. They have posters for the My Mutt program prominently displayed in their stores. No pets are for sale in their stores - some stores feature shelter or rescue animals looking for their forever home through adoption. Their website lists just some of the outcomes of their generous support and outreach efforts in 2014 alone...



Giving Back to Pet Rescues, Pet Shelters, K9s and Schools

PFE accomplished many goals in 2014, but are most proud of the number of homeless animals placed in new homes.

- More than 10,000 dogs, cats and small animals found forever homes via adoption events at PFE stores and through the nine permanent cat adoption centers!
- In October 2014, 814 dogs, cats, bunnies, hamsters, roosters and other adorable animals found new homes during the [Pet Food Express Bay Area Pet Fair](#) in Marin. This was an increase of over 120 pet adoptions from the previous year's event!

It's been thrilling to see more than 125,000 pets go to forever homes over the last decade thanks to PFE's wonderful adoption partners, some of which are listed at www.petfoodexpressadoptions.com.

PFE donated more than \$1.6 million in 2014 to over 50 police K-9 departments, 200+ rescues & shelters, and more than 100 schools in California.

- \$200,000+ donated to California pet rescues/shelters via PFE's 20/20 adoption program
- \$260,000 donated to pet groups via the [My Mutt program](#)
- \$98,000 to the [Save a Kitten](#) campaign (plus product donations)
- \$118,000 to [Cover Your K-9](#), the annual police dog fundraiser
- \$161,000 for local rescues and shelters via the [Giving Tree](#) (plus product donations)
- \$750,000 of food and litter donations to California rescues and shelters



All of these wonderful efforts has not been extended to just doggies and kitties! The outreach includes other rescue groups benefitting rodents, rabbits, nature rehabilitation centers, and Mickaboo. Mickaboo has benefited from this partnership with donations of food, toys, and other goods. PFE has opened their doors to

Mickaboo to hold bird care classes, adoption events, and meet and greets with their customers, and invited Mickaboo to their major adoption events. PFE has a remarkable Outreach Team: Mike Murray (Director Of Community Outreach), Jose Sanchez (Senior Marketing Operations Manager), Corey Stulce (Marketing and Community Outreach Manager), and Sarah Loranca (Marketing Operations Coordinator). I recently had an opportunity to ask Mike Murray some questions:

Question: Pet Food Express sponsored a MAJOR adoption event, the Bay Area Pet Fair, on October 10-11, 2015. Would you like to share some highlights from that event and the organization's long history of community giving and support?

Answer: We ended with 1,176 adoptions from the Pet Fair!! The company has a history of giving back to the rescue and shelter community going back to when Michael Levy founded the company in the early 1980's. It has now grown to the point where over \$2.5 million a year are donated back to the shelters and rescues through various PFE programs. Both owners, Michael Levy and Mark Witriol, have only rescue animals

Pictures shared by C. Stulce from the adoption event:



The Pet Food Express arch welcomes visitors to the 2015 Bay Area Adoption Event at the Marin County Fairgrounds.

It was a beautiful day for the hundreds of visitors and vendors who turned out for event. There was even a doggie play zone with a pool!





The smiling faces on the staff show this event was indeed a labor of love!

Question: What made you join the Pet Food Express family?

Answer: I was looking for a career change into the animal world, where I always did volunteer work. I contacted Pet Food Express as I liked the way they worked with me as a rescue group. They didn't sell animals and seemed to be a growing company.

Question: What has been your experience working with the various rescue groups?

Answer: Interesting and VERY varied. :) All are passionate about the animals they rescue. The ones with a better business plan for how to run their rescues seem to last longer and grow.

Question: In what ways do you support the outreach efforts of the company?

Answer: I work with getting all our rescue and shelter partners involved with our various campaigns: Save a Kitten, Bay Area Pet Fair, Giving Tree, and the My Mutt poster program and adoption coupons, as well as the Pet Professional discounts. I also oversee all charitable donations such as the warehouse food and supply program, and donations to fundraisers.

Question: What information would you like to share with our group that would make our relationship stronger and help your company in its efforts to support rescue groups?

Answer: Share information with us via social media on events you are doing, fundraisers or other special events, as well as things you are always in need of.

Question: And vice versa, how can our rescue group do more to support your wonderful company?

Answer: Just let your supporters and adopters know about how we work together and when they bring in an adoption coupon, it earns Mickaboo \$20 back no matter how much they spend in the store.

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A huge Thank You to Mike for taking time out of his busy schedule to answer these questions and for the outstanding work he and the outreach team do! We hope you will make Pet Food Express a regular stop when shopping for your feathered, furry, or scaly companions!