



**MEDIA RELEASE
For Immediate Release**

Wednesday 7, December 2011

A CHRISTMAS CAUSE FOR THOSE WITH PAWS

A partnership between Friends Of The Pound Tweed Inc and local retailer, The Good Guys will see shoppers 'pawing' to help the region's furry friends throughout these holidays.

Throughout the month of December, The Good Guys Tweed Heads will welcome non-perishable donations of pet food, bedding, toys, collars, bowls and any other non-perishable pet related items for the Friends of The Pound Giving Tree.

Sonia Trichter, President of the Friends of The Pound Inc, advised that while Christmas is traditionally a time for celebration, the festivities would be short-lived for some smaller members of the community.

She said, "We see a rise in the number of pets at the Pound pretty much from the start of the holidays season."

"There is a clear increase in abandoned animals over Christmas for a number of reason, from pets given as unwanted gifts, to limited animal friendly holiday accommodation and increased financial strains on the family."

She added, "If you're planning holidays it's important to factor in what you will do with your pet during this time."

Pet lover and local business owner, Rory Curtis from The Good Guys Tweed Heads said the store was proud to again support the Friends of The Pound Giving Tree.

Rory said, “The high number of dumped and unwanted pets over Christmas places a significant drain on the Friends of the Pound, their resources and volunteers so we are pleased to host this annual initiative.”

The Pet’s Giving Tree, which will run until the 24th December, is an extension of the store’s Local Giving Program that provides ongoing financial assistance to the Tweed Friends of the Pound Inc and Tweed Palliative Care. To date, the store has collectively returned over \$24 000 to these organisations since July 2008.

To find out more about adopting a pet this Christmas or volunteering through Friends of the Pound visit www.friendsofthepound.com.

--- ENDS ---

For further information, contact:-

Amanda Hibberd
Pulse PR
3390 8053
create@pulse-pr.com.au