

FOR IMMEDIATE RELEASE

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Petco Foundation Invests In Life-Changing Work of Fidelco Guide Dog Foundation



Bloomfield, Conn. – Fidelco Guide Dog Foundation today announced it has been awarded a \$10,000 grant from the Petco Foundation to support its life-changing guide dog mission.

Fidelco Guide Dog Foundation is a 501(c)(3) non-profit charitable organization based in Bloomfield and Wilton, Connecticut that promotes increased independence to men and women who are blind by providing them with exceptionally-bred and trained German Shepherd guide dogs.

The Petco Foundation's generous investment will help to support Fidelco's exclusive breeding program as well as its Young Puppy Development Program, which ensures its pups are exposed to an increasing amount and variety of diverse stimulation as they grow and develop. The grant will also support Fidelco's Volunteer Puppy Raiser Program, its formalized guide-dog training and placement programs, and the lifetime support services it provides.

“It takes two years, 15,000 hours and \$45,000 to produce and place each Fidelco guide dog, and they’re given at no cost to our clients, said Fidelco President and CEO Eliot Russman. “Thanks to the Petco Foundation, Fidelco is able to continue its important work of providing men and women across North America who are blind and extend our 50-year tradition of changing lives.”

For more information about Fidelco or the Petco Foundation, visit www.fidelco.org or www.petcofoundation.org. Join the conversation on Facebook, Twitter and Instagram or by using the hashtag #PetcoFoundation.

About Fidelco Guide Dog Foundation

The Fidelco Guide Dog Foundation is a 501(c)(3) nonprofit based in Bloomfield and Wilton, CT. Fidelco is an internationally accredited organization and an admired expert throughout the world for its exceptional German Shepherd guide dogs.

Each Fidelco guide dog takes two years, 15,000 hours and \$45,000 to breed, raise and train. They are given to clients at no cost. Fidelco provides 24/7 client support for the entire working life of its guide dogs – typically 10 years. Fidelco relies solely on the generosity and financial support of individuals, foundations, corporations and civic organizations to sustain its mission.

Fidelco has trained and placed more than 1,400 German Shepherd guide dogs throughout North America – in 41 states and five Canadian provinces. Fidelco pioneered In-Community Placement in the United States — a process that allows all guide dog users to be trained in the communities where they live and work.

Fidelco has also placed hundreds of its German Shepherd Dogs with law enforcement agencies, first responders, and search and rescue and missing child recovery organizations to help protect our fellow citizens and keep our communities safe.

For more information, please visit www.fidelco.org.

About the Petco Foundation

At the Petco Foundation, we believe that every animal deserves to live its best life. Since 1999, we've invested more than \$167 million in lifesaving animal welfare work to make that happen. With our more than 4,000 animal welfare partners, we inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer research, service and therapy animals, and numerous other lifesaving initiatives. Through our Think Adoption First program, we partner with Petco stores and animal welfare organizations across the country to increase pet adoptions. So far, we've helped more than 5 million pets find their new loving families, and we're just getting started. Visit petcofoundation.org to learn more about how you can get involved.

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