



PJ's Pets & Pets Unlimited help Bring Back the Wild with \$20 Earth Rangers gift cards

Toronto, ON, Oct. 21—PJ's Pets and Pets Unlimited are proud to support Earth Rangers Bring Back the Wild campaign by offering \$20 Earth Ranger's gift cards. Bring Back the Wild is a kid-powered campaign to support the creation of animal habitats by funding the planting of 100,000 trees in Provincial Parks.

A dollar from the purchase of each gift card will be donated to the Bring Back The Wild Tree Planting Program. For every \$5 dollars raised from the gift cards, Earth Rangers will plant a tree in a provincial park.

"The Bring Back the Wild campaign shows us that one person can make a difference. Buying a \$20 Earth Ranger's card, for a friend or family member, makes a great gift and is a simple way to give back to the planet," says Stacey Halliday, Marketing Director.

Earth Ranger's gift cards are now available at PJ's Pets and Pets Unlimited stores across Canada.

Why Bring Back the Wild is so important:

- Across the world, an estimated 25% of mammals, 31% of reptiles and 33% of amphibians are threatened with extinction.
- One of the greatest threats faced by species today is habitat loss.
- Almost half of the Earth's forests have already been destroyed and much of what's left continues to be degraded, making the protection of our remaining forests all the more important.

About Earth Rangers:

Earth Rangers is a non-profit organization that empowers kids to improve the health of the planet. Building on kids' natural connection to wildlife, its live shows, children's website EarthRangers.com motivate hundreds of thousands of kids each year to make realistic lifestyle changes.

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