



**FOR IMMEDIATE RELEASE**

April 1, 2011

**PJ's Pets and Pets Unlimited Announce  
Earth Rangers Fundraising Campaign**

**Friday, April 1** – In honour of Earth Month, PJ's Pets and Pets Unlimited are excited to announce their first National Fundraising Campaign benefiting Earth Rangers. Funds raised through the campaign will enable Earth Rangers to educate and inspire children to Bring Back the Wild™.

From April 1<sup>st</sup> – 30<sup>th</sup>, 2011, PJ's Pets and Pets Unlimited will be collecting donations in each of their 39 store locations across Canada. You can stop by any PJ's Pets or Pets Unlimited location to make a donation. This year customers making a donation of \$5 or more will receive a Picture Frame Magnet!

"Earth Rangers is an incredible organization and a natural partner for PJ's Pets and Pets Unlimited. Like Earth Rangers, we believe animals can teach us a great deal about the impact we all make on our planet and that inspired children can help build a better future," says PJ's Pets/Pets Unlimited Director of Marketing Stacey Halliday.

"PJ's Pets and Pets Unlimited's National Fundraising Campaign provides a great opportunity to raise awareness and support among the animal loving community to help Earth Rangers educate and inspire children and their families to Bring Back the Wild" says Peter Kendall, Executive Director and Co-CEO of Earth Rangers. "We appreciate PJ's Pets and Pets Unlimited's support, its employees and especially its customers who will also help us to inspire the next generation of environmental stewards to help protect animals and their habitats."

PJ's Pets and Pets Unlimited has been a proud partner of Earth Rangers since 2009.

**TOGETHER WE CAN HELP TO PROTECT ANIMALS AND THEIR HABITATS.**

**About PJ's Pets & Pets Unlimited:**

PJ's Pet's & Pets Unlimited is a Canadian owned and operated company with stores in the provinces of Ontario, Alberta, British Columbia, Nova Scotia, New Brunswick, PEI and

Newfoundland. We proudly employ over 600 Canadians and support dozens of Canadian pet product manufacturers, distributors and breeders.

We believe the bond between humans and animals is a remarkable gift that should be available to all and treated with the utmost care. We nurture this gift every day by putting the health and happiness of our pets first and by providing Canadian pet parents with quality pet care products and knowledgeable advice in a bright, happy and welcoming environment.

**About Earth Rangers:**

Earth Rangers is an award-winning charitable organization dedicated to educating children about biodiversity loss and empowering them to take action. Building on children's natural connection to wildlife, Earth Rangers' focus is to communicate to children positive science – based messages on the importance of protecting biodiversity and adopting more sustainable behaviours. Through programs including a children's website [www.earthrangers.com](http://www.earthrangers.com) a permanent studio at the Royal Ontario Museum and their Education Outreach Program featuring live Animal Ambassadors, Earth Rangers is able to reach, inspire and enable millions of children each year to take action to help ensure the lasting survival of all species.

**Bring Back the Wild™** is a kid-powered national fundraising campaign created by Earth Rangers, in collaboration with the Nature Conservancy of Canada, to help protect animals and their habitats. The funds raised through the Bring Back the Wild™ program will support the protection of four animal habitats across Canada, as well as the education programs developed by Earth Rangers to educate children about the issue of biodiversity loss and empower them to take action.

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