



**FOR IMMEDIATE RELEASE**

May 30, 2011

**PJ's Pets & Pets Unlimited Presents Cheque to Earth Rangers**

**Woodbridge ON** – On May 26<sup>th</sup> 2011, PJ's Pets & Pets Unlimited were excited to present Earth Rangers a cheque in the amount of \$21,748.06. This donation is the result of a national fundraising campaign that took place in PJ's Pets and Pets Unlimited stores across Canada during the month of April 2011.

The funds raised through this campaign will enable Earth Rangers to educate and inspire children to Bring Back the Wild™.

"We are so proud to support the Earth Rangers organization! Their fantastic programs and dedicated staff play such an important role in educating and inspiring children to protect animals and their habitat. We would like to thank our customers and staff for their wonderful generosity throughout this year's fundraising campaign" says PJ's Pets/Pets Unlimited Director of Marketing Stacey Halliday.

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.

Follow us on Twitter: [@PJsPet](https://twitter.com/PJsPet)

Visit our Facebook page: [facebook.com/pjspets](https://facebook.com/pjspets)

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### **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.

### **About Earth Rangers' Bring Back™ the Wild Program:**

*In April 2010, Earth Rangers launched Bring Back the Wild™ in collaboration with the Nature Conservancy of Canada. Bring Back the Wild™ is Earth Rangers' national program that educates children about biodiversity and inspires them to fundraise to help acquire and restore animal habitats. Funds raised will help protect species living in each of the following areas:*

- *The Jefferson Salamander in HAPPY VALLEY FOREST, Ontario*
- *The Grizzly Bear in GREAT BEAR RAINFOREST, British Columbia*
- *The Peregrine Falcon in CHIGNETCO BAY (Upper Bay of Fundy), New Brunswick*
- *The Wolverine in Crowsnest Pass, Alberta*

Follow us on Twitter: [@EarthRangers](https://twitter.com/EarthRangers)

Visit our Facebook page: [facebook.com/bringbackthewild](https://facebook.com/bringbackthewild)

[www.earthrangers.com](http://www.earthrangers.com) (kids site) [www.earthrangers.org](http://www.earthrangers.org) (corporate site)

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