

Help animals in need through Global Pet Foods

By Bill Rea

Make a donation at the local Global Pet Foods store in Bolton between now and Feb. 14, and you could help some dog or cat find a good home.

The campaign is known as Dragon with a Heart, and was inspired by W. Brett Wilson, a three-season panellist on CBC Television's Dragons' Den.

Lydia Beaver, of the Global Pet Foods store in Bolton's Hilltop Plaza, said during the campaign, they sponsor a shelter known as Project Jessie, a rescue network for animals in shelters that would otherwise be sent for research, or to be euthanized for inappropriate reasons such as overcrowding, treatable medical problems or minor behavioral issues.

Beaver said Project Jessie finds temporary homes for these animals where they are cared for until they are adopted. They also work with them to help them become more adoptable.

"They try really hard to make that dog more acceptable to an actual permanent home," she said.

Beaver added that during the campaign, they will be asking their customers for donations. The names of people making contributions will be written on hearts that will eventually cover the walls of the store.

As well, she said the main company will donate \$1 for every donation received.

Wilson is promoting the program with his poodle J. Cash.

"Family and pets have always been a big part of my life," Wilson observed. "Animals don't have anyone to speak for them, so we have to step up. Show Us Your Heart is a great opportunity for J. Cash and I to put our faces forward to help animals in need."