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## Dogs in Need to Receive \$10,000 This Holiday Season

***Back to Basics will donate \$1 for every Facebook like they receive to Best Friends Animal Society***

Meadville, PA (Dec. 7, 2011) – In light of the canned-food drives, soup kitchen events and general goodwill that the holidays inspire year after year, Ainsworth Pet Nutrition – America’s oldest family-owned pet food company – is spreading the holiday spirit to homeless pets from throughout the US. The corporation, through its Back to Basics brand of premium pet food, will donate \$1 to Best Friends Animal Society for every like it receives on the Back to Basics [Facebook page](#) up to \$10,000 as part of its Holiday Donations for Dogs program.

The Holiday Donations for Dogs program will run from Wednesday, December 7 through Thursday, December 22, on the Back to Basics Facebook page at [www.facebook.com/backtobasicspetfood](http://www.facebook.com/backtobasicspetfood). Best Friends Animal Society, the recipient of Ainsworth’s donation, is a nonprofit organization building no-kill programs and partnerships that will bring about a day when there are no more homeless pets.

Additionally, as a thank you for liking Back to Basics and supporting Best Friends, all new Facebook fans will have the ability to download a coupon for \$5 off their next purchase of Back to Basics as well as enter the New Year, New Diet for Your Dog sweepstakes for a chance to win a year's supply of Back to Basics dog food valued at \$900.

The Holiday Donations for Dogs program kicked off the week of Thanksgiving with a donation of Back to Basics brand premium dog food turkey formula, valued at more than \$5,000, to a food pantry in Pittsburgh near Ainsworth’s hometown of Meadville. By providing families in need with one of Ainsworth’s most premium products, Back to Basics, people were able to treat their pooches to their very own Turkey Day dinner in a safe and nutritious way.

“We wanted to go a step further and build on our Thanksgiving week donation to help ensure this holiday season is a little brighter for the dogs most in need,” said Ainsworth CEO, Sean Lang. “And what better way to spread the holiday spirit than to help Best Friends achieve their mission of putting an end to pet homelessness.”

"Ainsworth's Back to Basics brand generosity is much appreciated. This thoughtful donation will help us with our life-saving work," said Gregory Castle, chief executive officer of Best Friends Animal Society. "We extend our warmest thanks to Ainsworth's Back to Basics brand for their show of support for the animals."

Back to Basics is instinctual, grain-free nutrition that is as close to what nature would offer yet still provides all the benefits of a complete and balanced meal. Back to Basics is made with real organ meat, which is what dogs would instinctively choose to eat in the wild — not only because organs are the most nutrient dense, but also because they’re the most palatable. Back to Basics is potato free, gluten free and, of course, grain free. There are no chemical or artificial preservatives, including artificial colors, dyes or bleach. There are no chicken or poultry by-product meals or fillers, and there are no fruits or botanicals.

Back to Basics is part of the Ainsworth Specialty Brands Family, a division of Ainsworth Pet Nutrition, and can be purchased online or at independent pet stores.

**About Ainsworth Pet Nutrition**

Ainsworth Pet Nutrition is a fifth generation family-owned and operated company named after one of the company's founders, George Ainsworth Lang. The company is focused entirely on pets, catering to all segments of the pet food industry. Ainsworth Pet Nutrition has three business units including DAD'S Pet Care, Ainsworth Specialty Brands and Ainsworth Custom. The company makes a wide spectrum of pet foods and snacks from brands that offer sound nutrition and convenience to ultra-premium specialty foods. Ainsworth Pet Nutrition is committed to food safety and manufactures all of its pet food in the United States using whole grains and quality meats that can be traced throughout the entire food chain. To learn more, visit [www.ainsworthpets.com](http://www.ainsworthpets.com) or [www.facebook.com/backtobasicspetfood](http://www.facebook.com/backtobasicspetfood).

**About Best Friends Animal Society<sup>®</sup>**

[Best Friends Animal Society](http://www.bestfriendsanimalsociety.org) is a nonprofit organization building no-kill programs and partnerships that will bring about a day when there are No More Homeless Pets<sup>®</sup>. The society's leading initiatives in animal care and community programs are coordinated from its Kanab, Utah, headquarters, the country's largest no-kill sanctuary. This work is made possible by the personal and financial support of a grassroots network of supporters and community partners across the nation.

Become a fan of Best Friends Animal Society on Facebook: <http://www.facebook.com/bestfriendsanimalsociety>.  
Follow Best Friends on Twitter: <http://twitter.com/BFAS>.