

It's dog food galore from the North Devon public

Faced with ever-rising animal food costs, the NDAA was recently delighted to receive help from Pedigree Petfoods, Morrisons Superstores and the ever-generous North Devon public...

In January 2008, a merchandising company approached the NDAA with an irresistible offer to donate food for the dogs in our care. The offer was in conjunction with Morrisons Superstores, well known in North Devon for its high-profile stores at Tiverton, Bideford and Bude.

Looking for worthy animal welfare organisations

These large companies wanted worthy animal welfare organisations to benefit from a promotion with donations of food from members of the public. We were delighted to be thought of, especially by companies based outside North Devon – or even the West Country.

A phenomenal response

For three months from the beginning of February 2008, a prominently positioned food collection box stood outside the Morrisons store at Bideford so shoppers could donate dog food. The response was phenomenal; we were contacted at least twice (and sometimes more) each week to come and collect dog food donated by generous shoppers.

Thank you all

So, it's a massive thank you to **Pedigree Petfoods**, **Morrisons Superstores** and most of all, to you, **the North Devon public**, for being so kind and generous. Your donations will enable us to feed the dogs in our care for many, many months ahead.

The NDAA's Emergency Hotline Number is 07817 995751

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