



## **PureBites donates over 350,000 treats and 40,000 meals to the Toronto Humane Society as part of ongoing support for shelter animals**

July 15, 2021 (Montreal): PureBites, a leading brand of natural dog and cat treats, food and toppers is pleased to announce a donation to the Toronto Humane Society of \$230,000 worth of treats and meals as part of PureBites' ongoing Helping Pets initiative. In total, this donation will provide dogs and cats in need with over 350,000 treats and 40,000 meals.

"We started our Helping Pets initiative in the middle of the dark days of the COVID-19 lockdown" says Marc Cathcart, president of Pure Treats Inc. the makers of PureBites dog and cat treats, food and toppers. "As many pet parents can attest, their furry loved ones have been instrumental in helping them through the last year. We wanted to continue our support of new pet parents and the shelters that assist millions of pets to find their forever homes. This year's donation includes our 1 ingredient RAW freeze dried cat treats, gently air dried jerky dog treats, wet cat mixers/toppers, as well as our complete cat meals."

PureBites is committed to supporting the shelters who continue to find placements for pets and in helping keep their tummies full. "On behalf of the Toronto Humane Society – We would like to extend our appreciation to the team at PureBites for their generous donation" said Hannah Sotropa, Toronto Humane Society Assistant Communications Manager. "Your contribution helps us to provide a reliable source of nourishment to the animals in our care and within the community. Additionally, your support helps local community partners, as we work in collaboration to reduce pet food insecurity in Ontario."

With a wide assortment of 1 ingredient treats, PureBites is the ideal choice for health-conscious pet parents. "We are hearing so many great stories about people adopting pets", says Marc Cathcart. "PureBites offers new pet parents the opportunity to not only spoil, but to create that special bond with their new family member knowing that our treats, food and toppers are all made with simple high-quality ingredients they can trust."

For further information visit their website at <https://purebites.com/about/helping-pets/>

### **About PureBites (Pure Treats Inc.)**

Founded in 2005 and focused on its core principle of asking pet parents to turn the bag around and look at their simple, pure and high-quality ingredients, PureBites is building a loyal following of furry loved ones who are crazy about their nutrient rich treats, food, mixers & toppers. PureBites are available throughout leading North American pet specialty chains like Petco, PetSmart & Pet Valu as well as thousands of neighborhood pet stores. For additional information on PureBites, please visit [purebites.com](https://purebites.com) or follow them on Facebook or Instagram.

### **About Toronto Humane Society**

Toronto Humane Society is an animal welfare organization whose mission is to promote the humane care and protection of all animals and to prevent all forms of cruelty and suffering. One of Toronto's oldest charities, they operate as an animal shelter and high-volume clinic with spay/neuter and vaccination services. In recent years, they have sought to expand beyond shelter activities to further improve the lives of animals. Their new initiatives include an expanded pet food bank, dog training programs, educational outreach and animal rescue operations at both the local and international level. For more information, visit [torontohumanesociety.com](https://torontohumanesociety.com).

## **Made with Only 1 Ingredient**