

Burns Pet Nutrition Limited
Press Release 29th March 2010

Burns Helps Hounds for Heroes

"Hounds for Heroes" is a new charity, founded by Gulf War veteran Allan Parton, which will provide assistance dogs to provide help and practical support for Armed Forces and Emergency Services personnel who have been injured in the course of duty. Fundraising is currently underway for the Puppies on Parade Appeal in order to raise the initial £100,000 needed to purchase and train the first five dogs. Hounds for Heroes ethos is about enablement, independence and an enhanced quality of life for injured personnel.

Burns Pet Nutrition was proud to host the official launch of Hounds for Heroes on its stand at this year's Crufts and will be working with the charity on an ongoing basis. To help offset some of the charity's costs Burns will be providing free food for the assistance dogs for the first two years. Burns recently waived all postage costs for British Forces overseas customers and this new partnership will allow the company to offer further support to British military personnel and their canine companions.

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To further support Hounds for Heroes, Burns is organising a fun run as part of their "It's A Dogs' Day Out" event which takes place in Pembrey Country Park on Sunday 19 September 2010. Burns' "Dog Jog for Heroes" will be a fun 2.5km event which participants can either run or walk with or without dogs. The money raised by the run will be donated to Hounds for Heroes and all participants, both humans and canine, will receive a commemorative medal.

Hounds for Heroes Chairman Wayne Palmer said "It is an honour to have such a reputable company as Burns Pet Nutrition on board as such an early stage as this. At Hounds for Heroes we believe that we can make a difference for the disabled Service and Emergency Service personnel in the UK. With Burns Pet Nutrition sponsoring our first puppies we are one step closer to the dream".

Burns Pet Nutrition is a family owned and run company based in South West Wales. When veterinary surgeon John Burns made the connection between poor diet and common health problems in pets he advised his clients to home cook for their pets. To make high quality nutrition more accessible for owners in 1993 he created a range of complete dry foods and Burns Pet Nutrition was born. Since then the company has gone from strength to strength and the company now employs over 100 people. Recently Burns launched its innovative new Penlan Farm range of complete moist dog food which is made to John's original recipes using local and ethical ingredients some of which come from Burns' own farm.

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Further information:

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