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Hill's Pet Nutrition Encourages Pet Parents to Include Pets in Disaster Planning

Hill's Partners with Local Shelters to Educate Families on Pet Safety Tips for Emergencies

TOPEKA, Kan. (September 3, 2019) – Hill's Pet Nutrition is joining its nation-wide network of animal shelter partners in a campaign to educate pet families about the importance of including pets in their emergency planning. September has been designated National Preparedness Month by the Federal Emergency Management Agency (FEMA) to remind families to make emergency plans to help them respond in the event of a disaster or emergency situation. As families assemble a [disaster supplies kit](#), Hill's and its shelter partners encourage them to also create a pet emergency go-kit.

"Planning ahead is the best way for families to ensure that all members of their family, including pets, are ready to face an emergency," said Joann Fuller, who oversees Hill's Food, Shelter & Love® program. "Creating a pet emergency go-kit beforehand can relieve some of the stress families experience and keep pets safe when disasters strike. Our ultimate goal is to reduce the number of cats and dogs that are hurt, displaced or abandoned when communities are impacted by disaster."



The pet emergency go-kit should be stored alongside the rest of the family's emergency supplies and include the following items:

- Basic first aid supplies
 - A 3-day supply of bottled water and the pet's preferred food, held in a waterproof container
 - Safety harness and leash
 - Waste clean-up supplies
 - Medications and a copy of the pet's medical records
- List of veterinarians and local pet care organizations
 - List of the pet's feeding routine and any behavioral issues
 - Comfort items, such as a blanket or favorite toy, to help keep the pet calm and comfortable

Hill's also recommends the following *Tips to Help Ensure Your Pet's Safety in an Emergency*:

1. Ensure your pet's identification by using a microchip or collar ID tag, and make sure that all contact information is up to date. You can update the microchip's contact information at the manufacturer's website by locating the code from the barcode sticker or the confirmation form provided by your veterinarian or animal shelter.
2. Display a pet rescue decal on the front door or window to let first responders know there is a pet in the house. Include the local veterinarian's contact information.
3. Learn where your pets like to hide in the house when frightened. Finding a pet quickly will help to evacuate faster.
4. Identify a location to take a pet in case of evacuation. Keep in mind that disaster shelters for people may not be open to pets. Scout hotels and motels with pet-friendly policies and ask relatives or friends if they could house you and your pet.
5. Carry a picture of your pet in the event of separation.
6. In case of evacuation, consider taking a pet carrier or crate for transport and safe keeping.

When communities are hit hard by disaster and even the best laid plans are not enough , Hill's Disaster Relief Network responds quickly to supply free pet food to families in need. This first-of-its-kind network was established in 2013 as an extension of the Hill's Food, Shelter & Love® program, which has provided nearly \$300 million worth of Hill's® pet foods to more than 1,000 shelters in North America over the last 17 years, helping more than 10 million pets find new homes.



Flood victims receiving donated Hill's pet food

Since 2013, Hill's Disaster Relief Network has delivered over 360,000 pounds of free food to nearly 360 organizations across the country in response to more than 86 disasters, including floods, tornadoes, mudslides and the devastating hurricanes in Florida and North Carolina last year.

"To be able to depend on Hill's coming through at a time of stress, chaos, and numerous other needs, was one less thing we had to worry about," said Cindy Machado, Director of Animal Services at Marin Humane, a Hill's shelter partner in Novato, CA. "It is something that we will be forever grateful for."

Families can view the entire Pet Emergency Go-Kit and learn more tips about disaster preparedness and safety at HillsPet.com/PetPrepared. Shelters in need of assistance can contact DisasterRelief@hillspet.com.

About Hill's Pet Nutrition

Founded more than 75 years ago with an unwavering commitment to pet nutrition, Hill's mission is to help enrich and lengthen the special relationships between people and their pets. Hill's is dedicated to pioneering research and groundbreaking nutrition for dogs and cats based on a scientific understanding of their specific needs. HILL'S® Prescription Diet® therapeutic pet foods, and HILL'S® Science Diet® wellness pet foods are sold through veterinarians and pet specialty retailers worldwide. For more information about Hill's, our products and our nutritional philosophy, visit us at HillsPet.com, HillsVet.com or Facebook, keywords "Hill's Pet Nutrition."

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