



FOR IMMEDIATE RELEASE

MEDIA RELEASE

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**Put a picture of your pet(s) on Pelee Island wine and  
give back to animals in need at the same time!**

**KITCHENER & STRATFORD, ONTARIO:** The Humane Society of Kitchener Waterloo & Stratford Perth has partnered with Pelee Island Winery to bring back one of their favourite promotions of the year – Personalized Pet Pic Labels.

Customers can upload their favourite pet photo, along with their name, a message or a witty wine varietal such as “Caternet” or “Poocho Grigio”. The Pelee Island Winery team takes the information, creates a personalized wine label, attaches it to the wine, and delivers it to your door with free shipping in Ontario.

“There’s something about the community’s love for animals that makes these campaigns a big success. So far this year, we’ve been able to raise approximately \$22,700 for Ontario-based humane societies,” explains Darryl MacMillan, vice president, Pelee Island Winery.

All wines are VQA (Vinter’s Quality Assurance) and Vege-Cert vegan certified. Pelee Island Winery will donate 20% of all proceeds to the Humane Society of Kitchener Waterloo & Stratford Perth or the Toronto Humane Society to support their work providing rescue and relief for animals in need. While placing an order, customers can select the Humane Society of their choice that they would like to support.

“We are thrilled to partner with Pelee Island Winery again this year. We are always excited for opportunities such as this to raise money for people and pets,” stated Kathrin Delutis, chief executive officer, the Humane Society of Kitchener Waterloo & Stratford Perth. “We participated for the first time last year, and the fundraiser was a hit in our communities. We saw people purchase these bottles for holiday use or as gifts for their loved ones, and they make the perfect gift for a hard-to-buy pet lover!”

To order your Pet Picture Wine labels, visit <https://www.peleeisland.com/personalized-holiday-pet-pics/>

For more information on the initiatives of the Humane Society of Kitchener Waterloo & Stratford Perth, please visit [kwsphumane.ca](http://kwsphumane.ca).

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*We are leaders in animal welfare in our communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care. Charitable BIN 11898 3550 RR0001*

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