



Press Information

28 February 2011

Your Chance to Vote for Pets As Therapy 'HiLife P.A.T. Dog of the Year 2010/11'

HiLife Petfoods is once again the proud sponsor of this year's HiLife P.A.T. Dog of the Year competition 2010/11 in association with media partner Yours magazine. HiLife is donating £500 plus 3 months' supply of their dog food as the first prize, and for each of the runners-up prizes of £100 and a month's supply of HiLife dog food. This is your chance to get involved and help choose this year's winner.

All six finalists and their heart-warming stories are featured on the official Pets As Therapy website (www.petsastherapy.org). They will each receive their awards during a presentation in the main Arena during Crufts at the National Exhibition Centre, Birmingham, where the winner HiLife P.A.T. Dog of the Year 2010/11 will be announced.

This is your chance to vote for the P.A.T. Dog of your choice, by post using the special printed coupon in Yours magazine, or via the internet. The public votes will form two thirds of the overall decision (one third internet, one third postal) along with the choice of our Celebrity Judging Panel who will provide the remaining third. These overall votes are added together to give us the winner of HiLife P.A.T. Dog of the Year 2010/11.

Read the finalists stories on the Pets As Therapy website (www.petsastherapy.org/) and vote for your favourite through Yours magazine or by emailing win@yours.co.uk.



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Charity registered in Scotland No. SCO38910