



Contact:

David Petrie

P. (203) 762-9751 x217

[www.petcancerawareness.org](http://www.petcancerawareness.org)

**For Immediate Release**

### **BLUE BUFFALO FOUNDATION'S 5<sup>th</sup> ANNUAL PET CANCER AWARENESS MONTH**

Wilton, CT., May 1, 2009 – Once again, the Blue Buffalo Foundation for Cancer Research is sponsoring Pet Cancer Awareness (PCA) Month during the month of May. During this time, over 700 in-store education specialists who represent the Blue Buffalo Company at retail distribute Pet Cancer Awareness brochures that list the 10 Early Warning Signs to pet parents. The company also raises research funds by selling BLUE “Protect Our Pets” wristbands and it contributes up to \$1.00 for every bag of BLUE dog food and BLUE Spa Select cat food that is sold during PCA month. Donations are also accepted directly at [petcancerawareness.org](http://petcancerawareness.org).

Funds raised during Pet Cancer Awareness month are distributed by The Blue Buffalo Foundation For Cancer Research which has made over \$200,000 in grants to support the pet cancer research efforts at institutions such as The Ohio State University, University of Tennessee, MIT, North Carolina State University, Cornell University and Colorado State University.

Last year's grants are being used to help fund the University of Tennessee's and Oklahoma State University's studies of chemotherapy treatments; Oregon State University's study of Hemangiosarcoma; Colorado State University's study on canine leukemia; University of Cal Davis' study on canine lymphoma; Michigan State University's research on sarcoma cancer's resistance to chemotherapy; Cornell University's study on the treatment of cats with epithelial cancer; and North Dakota State's study on feline lymphoma growth. These types of cancers are among those most frequently experienced by dogs and cats.

The Blue Buffalo Foundation For Cancer Research was established in 2003 by The Blue Buffalo Company, a manufacturer of healthy and holistic dog and cat foods under the BLUE™ and BLUE Spa Select™ brand names. Finding a cure for pet cancer is one of the top priorities for The Blue Buffalo Company because its founders have had some personal experience with this disease. “Our dog Blue, a large breed Airedale and a great pal, had three bouts with cancer,” said Bill Bishop, Blue Buffalo’s CEO. “After Blue was diagnosed, we wanted to find out all we could about pet cancer, and were amazed to learn that it is the leading disease-related cause of death for both dogs and cats. So one of the first things we did after starting our pet food company was to establish a foundation to raise money for pet cancer research, and raise awareness among pet parents of the early warning signs of this disease.”

After forming the foundation, the company developed the Pet Cancer Awareness month concept as a vehicle by which to conduct its annual education and fund-raising efforts.

“When we started the PCA program, we were only in 230 stores and didn’t raise much money”, said David Petrie, President of the Blue Buffalo Foundation for Cancer Research. “Now that the BLUE brand has national distribution in over 3,000 PetSmart, PETCO and independent pet stores, we were able to raise over \$200,000. And because there are no administration fees, one hundred percent of the funds raised go towards helping the cause.”

You can learn more about The Blue Buffalo Foundation For Cancer Research and their Pet Cancer Awareness program by visiting [www.petcancerawareness.org](http://www.petcancerawareness.org) and [www.bluebuff.com](http://www.bluebuff.com).

###

The Blue Buffalo Foundation For Cancer Research, 11 River Road Wilton, CT 06897