

From strays to supermodels

Auckland rescue dogs get modelling gig with The Warehouse



Auckland Council animal shelters head to the dog-walk for a new adoption drive campaign with The Warehouse.

A team of Auckland rescue pups have found themselves in the spotlight thanks to a new modelling gig with The Warehouse.

The adorable pups from Auckland Council's Henderson, Manukau and Silverdale Animal Shelters are set to feature in the retailer's new pet accessories campaign, which hopes to bring awareness to animal adoption and help the pups find permanent homes in time for Christmas.

Henderson Animal Shelter Team Leader Louise Palmer says it's a busy time of year for the shelter. "We have a number of adorable stray pups who are looking for loving families to take them in this Christmas.

"Many people aren't aware that we have these gorgeous dogs available for adoption, so we were thrilled when The Warehouse approached us to feature them in their new campaign and help us spread the word."

The campaign will see the dogs profiled to The Warehouse's 260,000 social media followers, with each post including a link to adopt.

Krystal Spicer, Content Marketing Manager for The Warehouse, hopes the campaign will connect families across New Zealand with their dream pet.

"Social media can be a powerful thing and we hope that through this campaign we can raise awareness for the shelters and encourage people to stop by and meet the pups, even if it's just for a cuddle."

“We’ll also be donating pet beds and a month’s supply of pet food to every family who adopts a pup to help them get started.”

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For more information, please contact:

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Notes to Editors:

To find out more about adopting an animal, please visit: <https://www.aucklandcouncil.govt.nz/dogs-animals/lost-adoptable-pets/Pages/default.aspx>