



PRESS RELEASE

Fressnapf supports Vita Assistenzhunde e.V.

A happy ending for Jenson and Doreen thanks to a donation from Fressnapf

Krefeld/Bochum, 12.12.2011 – Funding for assistance dog Doreen for physically handicapped Jenson Göb has been secured thanks to a donation from Fressnapf. Fressnapf was the main sponsor of the “Don’t Stop Believin’” benefit gala, where famous performers appeared on stage last Saturday to support the good cause, with musical star and gala initiator Bernie Blanks. The aim of the event was to raise 25,000 euros, the cost of training an assistance dog, so that Jenson could take Doreen home for good. But in the end, sponsorship money and fundraising campaigns were not enough to raise the full amount. When Fressnapf spokesman Achim Schütz took to the gala stage at the RuhrCongress centre in Bochum, he came up with a surprise. On behalf of Fressnapf, he spontaneously topped up the missing amount, making sure that Jenson and Doreen can share their future together.

10 year old Jenson suffers from muscular atrophy and has to use a wheelchair. More than anything else in the world, Jenson would like an assistance dog to lend a helping paw in everyday life. A dog that would not just open doors and take off his shoes, but give him courage, self-confidence and vital energy. The family could not afford the 25,000 euros alone that it would cost to train an assistance dog like this at Vita Assistenzhunde e.V. “That cannot and must not stop Jenson and Doreen from becoming a great team”, explains Achim Schütz. “It is our heartfelt wish that the boy and the dog can be together. That is why we are happy to donate money and why we are supporting the “Don’t Stop Believin’” benefit gala as a sponsor”.

For the second time, Bernie Blanks, his friends from the international musical scene and Fressnapf have become involved to bring together a handicapped person and an assistance dog from Vita. Last year, funds from the gala helped Dominique Kogut and her dog Miss Sophie and this year, a dream came true for Jenson and Doreen. “The child and the animal are entering into a unique partnership. Assistance dogs do immeasurable and amazing things for their handicapped partners. As patrons of relationships between people and animals, the Vita association and the “Don’t Stop Believin’” gala event can count on support from Fressnapf in the future”, says Schütz.



About Fressnapf

Fressnapf founder Torsten Toeller opened the first Fressnapf in Erkelenz in North-Rhine Westphalia in 1990 and over the following years, took the lead in the European pet supplies market at a breathtaking pace. Today, there are around 1,150 Fressnapf stores across eleven European countries, about 800 of them in Germany. Over 270 franchise partners now rely on Toeller's simple yet groundbreaking business idea: large pet food and accessories stores, enormous product range, low discount prices and expert advice. In the financial year 2010, the Krefeld-based franchiser achieved a turnover of around 1.3 billion euros. Looking to the future, the company is addressing the trend towards experience shopping with "Fressnapf XXL" – large-scale stores with excitingly staged animal departments – presenting a hands-on adventure into the world of animals. On top of that, Fressnapf, as a multi-channel retailer, is continuing to expand its market leadership with the sales channels brick-and-mortar, mail order and online shop.

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