

NEWS RELEASE January 30, 2003

**PREMIER PET PRODUCTS PROUDLY HONORS
THE 2002 SHELTER PROGRAM OF THE YEAR**



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Richmond, VA, January 30, 2003 - Premier Pet Products will announce the national winner of the 2002 Shelter Program of the Year Award in New York City on the eve of the Westminster Kennel Club Dog Show. [The Humane Society of Broward County](#), located in Ft. Lauderdale, FL was selected for its P.E.A.C.E. Club Partnership Program by a panel of judges from Premier and the Humane Society of the United States.

The partnership program works within the Broward County, Florida school system to teach elementary school children how to help shelter animals while learning personal values through eight character traits: responsibility, citizenship, kindness, respect, honesty, self-control, tolerance, and cooperation. Chosen from over 50 applications from around the country, the award recognizes the shelter that has implemented an innovative program idea that has had a positive impact on the community and its animals.

"Like the Humane Society of Broward County, at Premier we are passionate about animal welfare and education," said Sharon Bennett, CEO and Founder of Premier Pet Products. "The P.E.A.C.E. Club Partnership Program truly stood out as an example of a program that is dedicated to making a positive impact on the community and its citizens," she added.

"It is an honor to win such a prestigious award and to be recognized by such wonderful organizations," stated Marni Bellavia, Education Partnership Director for the Humane Society of Broward County. "Together with Premier and the Humane Society of the United States, we are happy to help teach others how to implement a program like ours. Our Volunteers have worked tirelessly to ensure the success of the program so that it may reach the 1250 children, 75 faculty members and school volunteers within our community. We are so very excited about winning this fabulous award!" she added.

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