



## Mondou Mondon for the Mira Foundation: A successful 10<sup>th</sup> edition raising over \$350,000



**Montreal, November 14, 2024** – The Quebec-based family business Mondou is pleased to announce today that a total of \$350,000 was raised during the 10<sup>th</sup> edition of its Mondou Mondon campaign in support of the Mira Foundation, which took place from September 19 to November 3, 2024, inclusive. Mondou is proud to have reached the fundraising goal set to support the Mira Foundation's mission.

The funds raised will help enhance the quality of life and well-being of thousands of Quebecers living with visual or motor impairments, as well as young people with autism spectrum disorder (ASD), while ensuring an optimal environment for the puppies and dogs of the Mira Foundation. It's worth noting that the Mira Foundation's mission is to provide guide dogs and assistance dogs free of charge to individuals living with these challenges. Mira provides nearly 100 dogs each year through its various programs, offering valuable support to many people seeking greater autonomy.

"At Mondou, we firmly believe in supporting causes that promote the well-being of both animals and humans. The Mira Foundation, with its mission, is a cause that is particularly dear to our hearts. We would like to express our sincere gratitude to our loyal customers who, for 10 years, have generously supported the Mondou Mondon campaign in support of the Mira Foundation. Their commitment makes a real difference, contributing to the independence and quality of life of the individuals accompanied by these exceptional dogs." - Mélanie St-Martin, Vice President of Operations at Mondou.

During the campaign, Quebecers contributed to the cause through in-store or online donations at [mondou.com](https://mondou.com). Additionally, they were able to support the initiative by purchasing select products, such as reversible bandanas for pets, emergency keychains, and emergency fire stickers, or by donating their C  lin points.



"On behalf of the entire Mira team, I would like to express our deep gratitude to Mondou for these ten years of the Mondou Mondon campaign. Thanks to the generosity of their customers and suppliers, this valuable amount will enable us to continue our important mission. A committed partner like Mondou is invaluable to Mira, as it embodies our values and our determination to support inclusion and independence for those seeking a better quality of life." - Nicolas St-Pierre, General Manager of the Mira Foundation.

In total, thanks to the commitment and generosity of Quebecers, the fundraising campaign for the Mira Foundation has raised \$3,650,170 over the past ten years. In addition to rallying for this campaign every year since 2015, Mondou also makes an annual donation of 80 tons of Vetdiet food for Mira dogs. This commitment testifies the unwavering devotion to Mira's mission and a desire to support the organization at every stage of a guide or assistance dog's journey, from birth to nursery, through a year of socialization and training, to their eventual placement with a beneficiary.

#### **About Mondou**

Founded in 1938, Mondou is a Quebec family-owned business offering products, services, and advice for the well-being of pets. Since its acquisition by the Legault family in 1983, the company has grown from a single store to nearly 100, thanks to the dedication of its 1,200 employees across Quebec. Mondou stands out for the expertise of its team of advisors and its commitment to not selling animals. In addition to offering quality products and services, Mondou supports animal welfare through numerous philanthropic initiatives benefiting organizations such as the Mira Foundation, the University of Montreal Veterinary Medicine Faculty Shelter, SPCA chapters, and many others.

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#### **SOURCE**

MONDOU

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