

## **Mira Puppies Need Your Help: The 9th Mondou Mondon Fundraising Campaign for the Mira Foundation Is Underway!**

**Mondou's collaboration with Mira has raised \$3,070,170 to date, largely thanks to donors', partners' and loyal customers' incredible generosity.**

**Montreal, August 24, 2023**—Today, **Mondou** proudly launches the ninth edition of the **Mondou Mondon** for the **Mira Foundation**. Held every year since 2015, this massive fundraiser runs until **October 8** in all 86 Mondou stores across Quebec and online at [Mondou.com](https://www.mondou.com).

Over the years, the Mondou Mondon campaign has raised a total of **\$3,070,170** to support the Mira Foundation and improve the quality of life and well-being of thousands of Quebecers with visual or physical disabilities or autism spectrum disorders. And we mustn't forget the continued support of **Vetdiet**, the official food supplier for all Mira dogs and a long-standing partner of the foundation. This year, the Quebec-based company hopes to raise **over \$300,000** in donations.

***"Mondou has been committed to supporting various animal welfare causes since its founding in 1938. The annual Mondou Mondon campaign for the Mira Foundation is no exception. We know how generous our partners, suppliers, employees and customers are. We're sure they'll join forces once again to make this year's campaign a resounding success,"*** says Marc-Antoine Legault, co-owner and fourth-generation member of the Legault family.

***"Mondou's support for Mira year after year is undeniable,"*** says Nicolas St-Pierre, Mira's director general. ***"We rely on this invaluable partnership and Vetdiet to provide quality services to our beneficiaries and, above all, to maintain a high quality of life for our puppies and dogs. We're thrilled to run the campaign again this year, given that most of our funding comes from public and private donations."***

### **Many Ways to Contribute**

- Back by popular demand, the **Mira calendar** is available for **\$6!** In keeping with tradition, the 2023 edition features photos of the 14 animals chosen as winners in Mondou's annual Belles Gueules contest, and all proceeds from calendar sales will be donated to the cause.
- The Mondou **emergency keychain comes with a "Save My Pet" card** and costs **\$6.99** (\$4.50 will be donated to the cause). In the event of an accident or emergency, the keychain you're carrying signals that your pet is home alone and prompts the finder to look inside your wallet for the card. The card provides important information such as contact details for both the person who needs to be notified and the pet being cared for.
- A cute **Mira plush toy**, a favourite among little ones, will be available for **\$14.99** (\$5 will be donated to the cause).

- Donate \$2, \$3, \$5 or more at any Mondou store during the campaign.
- Customers can also convert their Cuddle Club points into donations. A quick and easy way to contribute to the cause.

Mondou also invites you to donate generously in store to the Mira Foundation during the Mondou Mondon campaign.

### **Animal Welfare—Mondou’s Most Important Mission**

In addition to Mondou Mondon for the Mira Foundation, Mondou has been running the Mondou Mondon for the Shelters fundraising campaign for the past six years. The latter promotes and helps organize events, spay/neuter clinics, responsible adoptions and other awareness-raising events, in addition to providing support to purchase supplies and food. This means that even more animals get a second chance.

### **About Mondou**

Founded in 1938, Mondou is a Quebec-based family business that offers products, services and guidance for animal health and well-being. Since the Legault family acquired this Quebec flagship in 1983, the number of stores has grown from one to 85, thanks to the dedication of its passionate employees, of whom there are now more than 1,100 across the province. Our slogan, “Affectionately Yours,” is a testament to the passion for animals that lies at the heart of our evolution. Much more than just a pet food store, Mondou sets itself apart with its team of experienced consultants and its pledge to not sell animals. With animal welfare as one of its core values, Mondou is committed to its partner organizations and works to advance animal welfare through numerous initiatives. It’s this genuine passion that has made Mondou the undisputed industry leader for over 85 years. Mondou: affectionately yours!

