



One more victory in the battle against for-profit pound Berger Blanc

Ottawa, January 31, 2012

SPA Canada forces pet products retailer Mondou to break its ties with Berger Blanc.

SPA Canada recently confronted pet products retailer J.E. Mondou subsequent to having received documents from a confidential informer confirming the company's sale of various products to Berger Blanc. An ultimatum was issued: that Mondou take the ethical high road and break off its economic relationship with the for-profit pound by January 31, 2012. A failure to do so would leave the company vulnerable to the repercussions of a damaging media campaign and nation-wide boycott.

We received an official letter from Mondou management by the set deadline which confirm the termination of their supplier agreement and indicating that they would not resume supplying the for-profit pound in the future. In retrospect, the company's executives feel that it was a faux-pas to continue selling to the pound in spite of the cruelty disclosed following the undercover investigation in 2011 (see www.bergerblancruaute.com). SPA Canada is thrilled at Mondou's sound judgment and hails their courage in choosing to "do the right thing".

We firmly believe that the organizations that do business with those who inflict torture only compound the problem. A company that knowingly sanctions cruelty for the sake of corporate profits is ultimately dirtying its hands in the blood of animals. Moving forward, SPA Canada will be targeting Berger Blanc's suppliers, intent on disseminating the message that ultimately, compassion is the most profitable approach. We encourage those with information regarding Berger Blanc's suppliers to contact us (the privacy of all whistleblowers will be ensured).

We encourage people to support Mondou to show them your appreciation for making this ethical choice. In addition, this chain of stores does not sell any animals, which greatly helps to curb the problem of puppy and kitten mills and overpopulation of pets. They also help several charitable organizations annually.



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Victories such as this one are largely made possible by the generous support of our donors. The funds we receive are directly used to continue fighting against animal cruelty. We urge the public to help us in this battle. The more public support SPA Canada can count on, the greater its political clout. Again, join us in striking a deathly blow to animal cruelty.

*To make a one time donation, please visit www.spacanada.org/en/donations.html

*To make a monthly donation and become a member of SPA Canada, please visit www.lhelpAnimalsNow.com

*More information on the campaign against Berger Blanc and other for-profit pounds is available at www.bergerblanccruauté.com, spacanada.org or www.facebook.com/spacanada, as well as via www.twitter.com/#!/SPA_Canada.

*Interested parties or people with relevant information to share can contact:

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