

# Only Natural Pet and BlogPaws Be the Change for Pets – IMAGINE5

BOULDER, Colo., Nov. 24, 2015 (SEND2PRESS NEWSWIRE) – This holiday season will be much brighter for the 7.6 million pets that enter shelters across the United States every year. Only Natural Pet is partnering with BlogPaws Be the Change for Pets to donate 5 percent of all qualifying purchases to help pets in need through December 31, 2015.

The statistics are staggering: pet parents in the United States spend \$50 billion dollars a year on pets, with \$5 billion being spent on holiday gifts for their pets. If 5 percent of every holiday pet purchase was donated to help pets in need, a quarter of a million dollars could be raised. This is the dream behind the #IMAGINE5 campaign.

With every order placed through December 31, 2015 on the Only Natural Pet website using Coupon Code: IMAGINE5, not only will 5 percent of the purchase value be donated to pets in need through BlogPaws Be the Change for Pets, but all customers will receive 5 percent off their total order.

Since 2010, BlogPaws and their Be the Change For Pets channel have donated over \$100,000 in goods and services to qualifying 501(c)3 organizations dedicated to helping pets in need.

“BlogPaws Be the Change for Pets is delighted to be working with Only Natural Pet during the most giving time of the year. It’s sure to help hundreds, if not thousands, of pets in need this year and next year,” said BlogPaws Co-Founder and President, Yvonne DiVita.

Founded in Boulder, Colorado, in 2004, Only Natural Pet has spent the past 10 years finding innovative, cutting-edge holistic health solutions for dogs and cats and has become a leader in the natural pet products industry.

“We are very excited to be working with BlogPaws Be the Change for Pets this holiday season, their organization has done so much to help pets in need, and we are pleased to be a part of that,” said Marty Grosjean, Only Natural Pet Founder and President.

BlogPaws was one of the first companies to begin promoting pet health and welfare via social media, and the first to start a conference for pet bloggers. We invite you to join in the holiday giving by sharing the #IMAGINE5 message – on Facebook, Twitter, Instagram, or over a cup of eggnog at a holiday party.

For complete details, visit <http://www.OnlyNaturalPet.com/companyinfo/Imagine5.aspx>.

## **About BlogPaws:**

Founded in 2009 by three dedicated pet lovers and bloggers, BlogPaws ( <http://www.blogpaws.com/> ) is the go-to resource for pet bloggers and social

media enthusiasts looking to enhance their social networks and support animal shelters and rescues around the world.

**About Only Natural Pet:**

Only Natural Pet ( <http://www.OnlyNaturalPet.com/> ) was founded in 2004 in Boulder, Colorado. In addition to their own comprehensive line of natural pet products, the company offers more than 3,000 products from leading manufacturers in the natural, organic, and eco-friendly pet supply market.

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