



## THE BOPPY COMPANY DONATES BOPPY PILLOWS TO LOCAL ANIMAL SHELTER

**GOLDEN, Colo. (June 23, 2015)** – [The Boppy Company](#), headquartered in Golden, Colorado and maker of the award-winning Boppy® Feeding and Infant Support Pillow, donated its flagship product, Boppy® Feeding and Infant Support Pillow, Boppy® Playmats and Boppy® Tummy Time Pillows to the [Foothills Animal Shelter](#). The Boppy products will be used to assist the Shelter’s foster parents who care for some of the Shelter’s neediest pets, before they are available for adoption.

“For years Boppy fans have sent us photos of their beloved pets enjoying the comfort of Boppy products,” said Nancy Bartley, CEO of The Boppy Company. “In addition to loving babies, our Golden team loves pets too. We are delighted that we can share the Boppy love with the [Foothills Animal Shelter](#) so that these orphaned pets can be comfortable as they transition to their forever homes.”



*Photo caption: Spice, a 7-week-old kitten currently in foster care at Foothills Animal Shelter, tested out the Boppy products and gave them a resounding paws up! He'll enjoy them in his foster home until he reaches the age and weight necessary to make him eligible for adoption.*

The Foothills Animal Shelter, also located in Golden, cares for 9,300 orphaned pets each year. The donated items will be used by the Shelter’s Foster Care Program to provide comfort and support to their neediest animals. The program is supported by 185 volunteers who open their hearts and homes

to provide loving care to nearly 1,000 pets each year, including those too young to be adopted and pets recovering from illness or surgery. “The colorful and comfortable Boppy pillows and mats will make cozy beds for our foster animals,” says Heather Cameron, Executive Director of Foothills Animal Shelter. “They’ll be put to great use with some of our youngest and most fragile pets. We are so appreciative Boppy thought of Foothills Animal Shelter and the homeless animals in our community.”



*Pictured: Ashley Souerbry, Marketing Coordinator at The Boppy Company; Jennifer Strickland, Foothills Animal Shelter Director of Community Relations and Development; Zella, currently in the Shelter’s foster program*

For more information about [The Boppy Company](http://www.boppy.com) and programs like this one, visit <http://www.boppy.com/category/news-releases/>. To learn more about Foothills Animal Shelter and how to donate, foster or get involved, visit <http://foothillsanimalshelter.org/>.

#### **About Foothills Animal Shelter**

The [Foothills Animal Shelter](http://www.foothillsanimalshelter.org) is a true resource for the pet community — including adoptions, pet licensing, lost and found, affordable spaying and neutering, vaccinations and microchipping. The open-admissions facility (that never turns any animal away) cares for over 9,300 orphaned pets each year. Visit [www.FoothillsAnimalShelter.org](http://www.foothillsanimalshelter.org) for more information or in person seven days a week at 580 McIntyre Street in Golden, 80401 (on the northwest corner of the Jefferson County Fairgrounds near 6<sup>th</sup> Avenue & Indiana).

#### **About The Boppy Company**

Celebrating its 25<sup>th</sup> anniversary in 2014, The Boppy Company, LLC makes the award-winning Boppy® Feeding and Infant Support Pillow. This iconic product has received the most votes in *American Baby* magazine’s Best of the Year (Baby Best) contest a record 12 times from 2002 to 2014. Created by mom inventor Susan Brown, the Boppy Pillow has become a “must have” in today’s nurseries. The Boppy Company is based in Golden, Colorado, and is dedicated to providing comfortable support for moms and babies. For more information, visit [www.boppy.com](http://www.boppy.com). The Boppy Company is now a part of The Artsana Group, makers of Chicco® branded infant products. Learn more at [www.artsana.com](http://www.artsana.com) and [www.chiccousa.com](http://www.chiccousa.com).