

## **PEDIGREE® Brand Creates 'Look Back' Facebook Video for Dog-Loving Fans**

Written by Australian Business

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NASHVILLE, Tenn., Feb. 7, 2014 /PRNewswire/ -- The PEDIGREE® Brand was inspired by all the touching 'look back' videos in honor of Facebook's 10th anniversary – so they created the first branded ['look back' video](#) to not only celebrate Facebook's 10th, but the 10 years PEDIGREE® has been supporting adoptions.

Video: <http://goo.gl/EnEZs1>

Log on to Facebook.com/PEDIGREE to watch. Every time dog lovers tell their tale of what their dog means to them, using #DogTales, PEDIGREE® will donate a bowl of food to a shelter dog in need.

SOURCE PEDIGREE Brand