



**Share Your Love Story of Your Adopted Pet: Help Give Operation Kindness a
Chance to Win a Lifesaving Investment from Petco Love!**
National Nonprofit Opens Submissions for Annual Petco Love Stories Campaign

Carrollton, Texas (August 12, 2025) – Your love story is lifesaving! National nonprofit organization [Petco Love](#) and Operation Kindness want to hear how your adopted pet has transformed your life in big and small ways. Submissions open on August 11th, 2025, for [Petco Love Stories](#), an annual call for adopters across the county to share their heartwarming and inspiring tales of love about the pet they adopted from their local animal welfare organization including Operation Kindness.

Operation Kindness is proud to encourage adopters in our community to share how their adopted pet changed their life — for a chance to win a lifesaving investment up to \$100,000. Each Petco Love Story entry of a pet adopted at Operation Kindness gives us that chance.

Since 2013, more than 25,000 adopters have shared their Petco Love Story, and Petco Love has awarded \$8 million in lifesaving investments to the animal welfare organizations that made those adoptions possible. The annual campaign is a celebration of the unique love adopted pets share with us and the heartfelt ways their love enhances our lives. Earlier this year, Petco Love [awarded \\$500,000](#) to 25 animal welfare partners across the country in celebration of the 2024-2025 Petco Love Stories winners - with the grand prize winning organization receiving \$100,000. Read some of those winning stories [here](#).

Operation Kindness wants you to brag about your pet and submit your love story to inspire more pet adoptions and help shelter pets find loving homes. “Adopting a pet is an exciting, life-changing moment for previous shelter pets and their newfound families, which is why we are excited to hear stories from Operation Kindness adopters,” said Ed Jamison, CEO of Operation Kindness. “We are happy to help pets find their families and watch as their love story unfolds.”

“Petco Love Stories highlights the life-changing impact adopted pets have on the people who love them,” said Susanne Kogut, President of Petco Love. “These powerful stories not only celebrate the unbreakable bond between pets and their families, but also highlight the incredible work of our animal welfare organization partners across the country. We’re proud to champion these connections and help more pets find loving homes.”

Participants can submit their Love Story in written form or share a link to a public-facing social media video, or by using both formats. This allows adopters to creatively express the unique ways their pets have impacted their lives.

Submissions for Petco Love Stories are open to individuals ages 18 and older, or those with parental consent. In 500 words or less, participants can share their Love Story along with photos or videos of their adopted pet. Submissions open at Noon (CST) on August 11th and close at 11:59 p.m. (CST) on September 29, 2025. Every adopter is asked to submit their Love Story via the submission form you can find [here](#), whether it's written or a social media video.

Operation Kindness encourages all past adopters to share their love story and help us continue saving lives through adoption. Show the world that adopted pets change our lives for the better.

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About Operation Kindness

Operation Kindness, a 501(c)(3) non-profit animal welfare organization, operates a lifesaving animal shelter and programs to assist people and pets. Founded in 1976, Operation Kindness is a pioneer in Texas for assisting animals in need of veterinary care, companionship and most of all, a home.

In addition to pet adoptions and lifesaving medical care, Operation Kindness' programs provide foster care for vulnerable animals, behavior and training support for pet parents, affordable veterinary services for community pets, a pet food pantry, volunteer opportunities and professional training. To learn more about Operation Kindness, please visit their website at www.operationkindness.org.

About Petco Love

Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier. Since our founding in 1999, we've empowered animal welfare organizations by investing nearly \$421 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 7 million pets in partnership with Petco and organizations nationwide. Our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Join us. Visit petcolove.org or follow on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.