

# Edinburgh Dog and Cat Home's First 'Ambassadog' Leads Urgent Winter Appeal

*'Hunter The Good Boy' campaigns to help his furry friends as demand for Edinburgh Dog and Cat Home's support services skyrocket.*

Edinburgh's insta-famous 'petfluencer' Hunter (@hunter.the.good.boy) has been named as Edinburgh Dog and Cat Home's very first 'Ambassadog'.

Stepping up for the role, Hunter visited the home to find out more about the services they offer and lend a paw loading up the food-bank donations van.

A frequent visitor to the Home's [Big Dog Park](#), located at Seafield promenade, Hunter's owners often book out the private hire outdoor space to allow him to enjoy some free time to run around in a secure space.

Edinburgh Dog and Cat Home enlisted the help of Hunter to help spread the word about their winter campaign as they face an unprecedented increase in demand for their support services including food banks and emergency food packages.

The charity's Winter Appeal is calling out for support to enable them to provide vital aid for animals in need and help people to keep their beloved pets at home this winter.

Depending on the funding from public donations and the assistance of volunteer support to help staff, The Edinburgh

Dog and Cat Home finds winter an especially difficult season as high energy prices drain funds while demand for their vital services increases.

**Lindsay Fyffe-Jardine, CEO of Edinburgh Dog and Cat Home, explained,** “We have seen a devastating increase in the number of surrender requests that we have received this year. This is due to various factors, including financial difficulties, behavioural issues and personal circumstances. We have supported pets for 140 years and it’s so important now, more so than ever, that we continue to receive donations and help provide pets with a safe place to recover, find love and also enable owners going through hard times to stay together with their pets.

“We don’t judge anyone or their circumstances and know that the rise in the cost of living has caused some to struggle to make ends meet. Winter can be especially tough, so with the support of our new Ambassador Hunter, we are appealing to those who can, to make a donation. £20 can provide a cat with the vaccinations they require to be rehomed or £100 could keep a dog warm in the Home for three months.”

To make a donation please visit [www.edch.org.uk/winterappeal](http://www.edch.org.uk/winterappeal) OR text SURRENDER to 70560 to donate £5.

*Texts will cost the donation amount plus one standard network rate message, and you’ll be opting into hearing more from Edinburgh Dog and Cat Home. If you would like to donate but don’t wish to hear more, text SURRENDERNOINFO instead.*



Hunter, Edinburgh Dog and Cat Home's First 'Ambassadog'  
@hunter.the.good.boy