



**Press Release  
For Immediate Release**

## **Mondou raises \$430,000 for Quebec animal shelters thanks to its 8<sup>th</sup> “Mondou Mondon” campaign**



From left to right: Sophie Provencher, Chief Executive Officer of Groupe Legault, Catherine Duquette, Chief Operations and Communications Officer, Marie-Pier Léonard, Marketing Director, Mélanie St-Martin, Vice President of Operations, Vanessa Beaudry, Advisor, Events, Donations and Sponsorships and Sheila Morin, Vice President, Brand Strategy and Customer Experience.

**Montreal, Thursday, July 17, 2025** — Mondou is proud to announce that the 8<sup>th</sup> edition of its “Mondou Mondon for the Shelters” campaign, which was held from May 8 to July 6, raised \$430,000, exceeding their goal. Since 2018, over \$2 million has been donated to Quebec shelters to support their essential mission.

*“Seeing our community come together like this is incredibly inspiring. Reaching the \$2 million mark proves that, together, we can change lives — those of animals and the families who welcome them. This collective achievement motivates us to continue our mission with even more passion and determination,”* said Mélanie St-Martin, Vice President of Operations at Mondou.

The funds raised will help finance veterinary care, the renovation of aging facilities, as well as sterilization and responsible adoption awareness campaigns. In a context where abandonments have increased by 26% since the beginning of the year in Montreal\*, this support is more critical than ever. Additionally, the donation program for food, accessories and litter will continue year-round, providing tangible ongoing support for many shelters.

For the 2025 edition, Proanima was named the campaign’s official spokesperson. This non-profit organization is recognized for its commitment to animal welfare and preventive animal management, and it perfectly embodies the compassion, resilience, and responsibility that Mondou aims to promote. Watch the video [HERE](#).



*"We are proud to have contributed to this campaign, which supports a cause close to our hearts while showcasing beautiful adoption stories. As spokesperson, it is an honor to represent the nearly 40 shelters that will directly benefit from Mondou's support," said Anny Kirouac, Executive Director of Proanima.*

Among the campaign highlights was the "Adoption Stories" coloring book, designed in Quebec and illustrated by Fanny Berthiaume, which featured real stories of animals rescued by Proanima. For each copy sold, \$5 was donated to the cause.

Mondou warmly thanks its customers, teams and valued partners including its Diamond Partners — Catit and Nutrience, and Platinum Partners — Bio Biscuit and Purina, for their exceptional contributions to this 8<sup>th</sup> edition.

Learn more about Mondou and the various ways to support the Mondou Mondou cause [HERE](#).

### **About Mondou**

Founded in 1938, Mondou is a Quebec family-owned company offering products, services, and advice for the well-being of pets. Since its acquisition by the Legault family in 1983, the company has experienced remarkable growth from a single store to nearly 100 locations across Quebec today with 1,300 employees. Animal welfare is at the heart of its values, and the company is actively involved with numerous shelters and partner organizations. Thanks to its expertise, its community involvement and the quality of its products, Mondou has been an undisputed leader in its field for over 85 years.

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### **Source:**

Mondou

\*[SPCA 2025](#)

### **For interview requests or more information:**

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