

## Colorado Company Creates Black (Footed Ferret) Monday To Aid Black-Footed Ferrets

**Travis Livieri, a biologist working to help the endangered black-footed ferret, partners with Performance Foods Inc./Totally Ferret on Monday, November 30, to raise funds for black-footed ferrets.**

*By The SmallAnimalChannel News Division*

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Courtesy Travis Livieri

Biologist Travis Livieri will answer calls at Performance Foods Inc./Totally Ferret, 877-545-5462, between 9 a.m. and 7 p.m. EST on November 30, 2009.

Marylou Zarbock

Funds raised on Black (Footed Ferret) Monday will help the recovery efforts for the endangered black-footed ferret.

Black Friday? Ha! Cyber Monday? Double ha! The real action this coming week is happening in an office in Colorado. At least, that's what April Pietroiacovo, others at Performance Foods Inc./Totally Ferret and black-footed ferret enthusiasts hope.

November 30, 2009, is unofficially Black (Footed Ferret) Monday, according to Pietroiacovo. Ten percent of the sales phoned in to the pet food company that day between 9 a.m. and 7 p.m. EST will be donated to help the black-footed ferret recovery effort.

On-hand to answer the phone and take the orders will be Travis Livieri, a biologist who's working to save this endangered species. Yes, this is a chance to talk with Livieri himself.

Pietroiacovo, who is the fiancée of Livieri, explained that the idea for this came about when Isabella, one of her ferrets and Totally Ferret's mascot, posted on her Facebook page that she took her dad to work on National Take Your Dad To Work Day.

"I don't think that is a real day," Pietroiacovo said, "and a few people called to talk to Travis." This inspired the idea to have Livieri answer the phone for a day and donate a portion of sales to his chosen charity, black-footed ferret recovery.

Courtesy Performance Foods Inc./Totally Ferret

In addition to the Black (Footed Ferret) Monday promotion on November 30, Performance Foods Inc./Totally Ferret is debuting a new package of treats, Isabella's Dooker Delights, which is in a limited edition package designed by Isabella ferret.

This isn't the first promotion that Performance Foods Inc./Totally Ferret has done to help ferrets. "We have done things like the WOW promo in the past," said Pietroiacovo. This involved people calling in to order and getting her to say the word "wow" to earn pounds of ferret food to be donated to Support Our Shelters, a nonprofit that assists ferret shelters.

"We wanted to help the black-footed ferrets this time," Pietroiacovo said. She added that people can order dog, cat or ferret food or treats, and even order food for their favorite animal shelter or friends with pets.

"Travis might even have a special on black-footed ferret adoptions, plush toys and books," Pietroiacovo said. "You can give the best Christmas gifts ever with food/treats for your pets, adoptions of wild ferrets and contribute to the recovery of an endangered species."

Livieri looks forward to the event. "The ferret community has provided tremendous support for black-footed ferret recovery," he said. "I feel very lucky to know so many wonderful people in the ferret world, and I look forward to talking with them on the 30th and meeting some new folks as well. It is especially generous of Performance Foods/Totally Ferret to make a strong commitment to black-footed ferret recovery."

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