



K9FM

SIT. STAY. ENJOY. 87.7



The radio station for dogs

At PEDIGREE® our mission is to make the world a better place for dogs.

We know that dogs get stressed when left at home alone. And this is why many owners leave the radio on to keep them company - but usually it's horrible human radio. So we thought it was time that dogs had a radio station specifically designed for them? Welcome to K9FM.

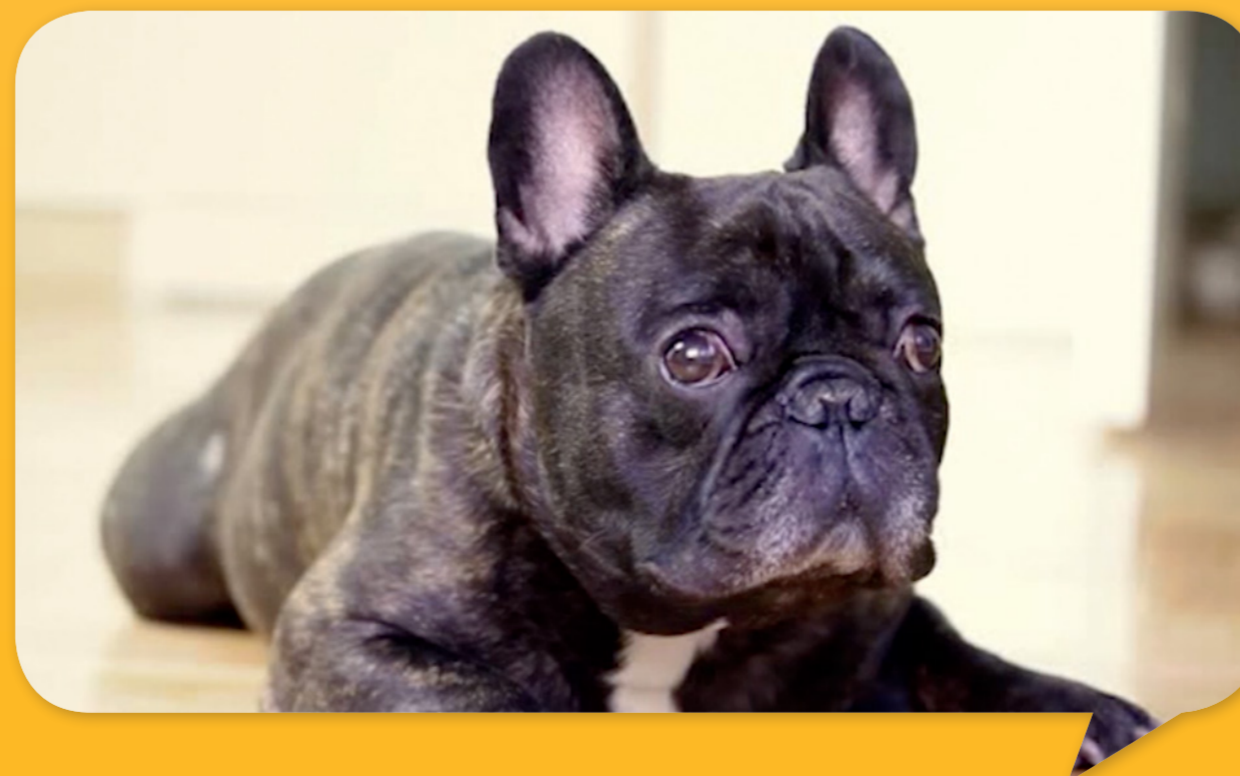
Research told us that classical music calms dogs down, a relaxed voice will ease their separation anxiety, ambient noise will keep them stimulated, and what dogs love listening to most is their owners voice. So we brought all this together to create original content that plays all day, every day on 87.7 K9FM.



SOME OF THE MOST LOVED SHOWS INCLUDE:

Hey Boy: Call in and send a message of love to your homebound hound.

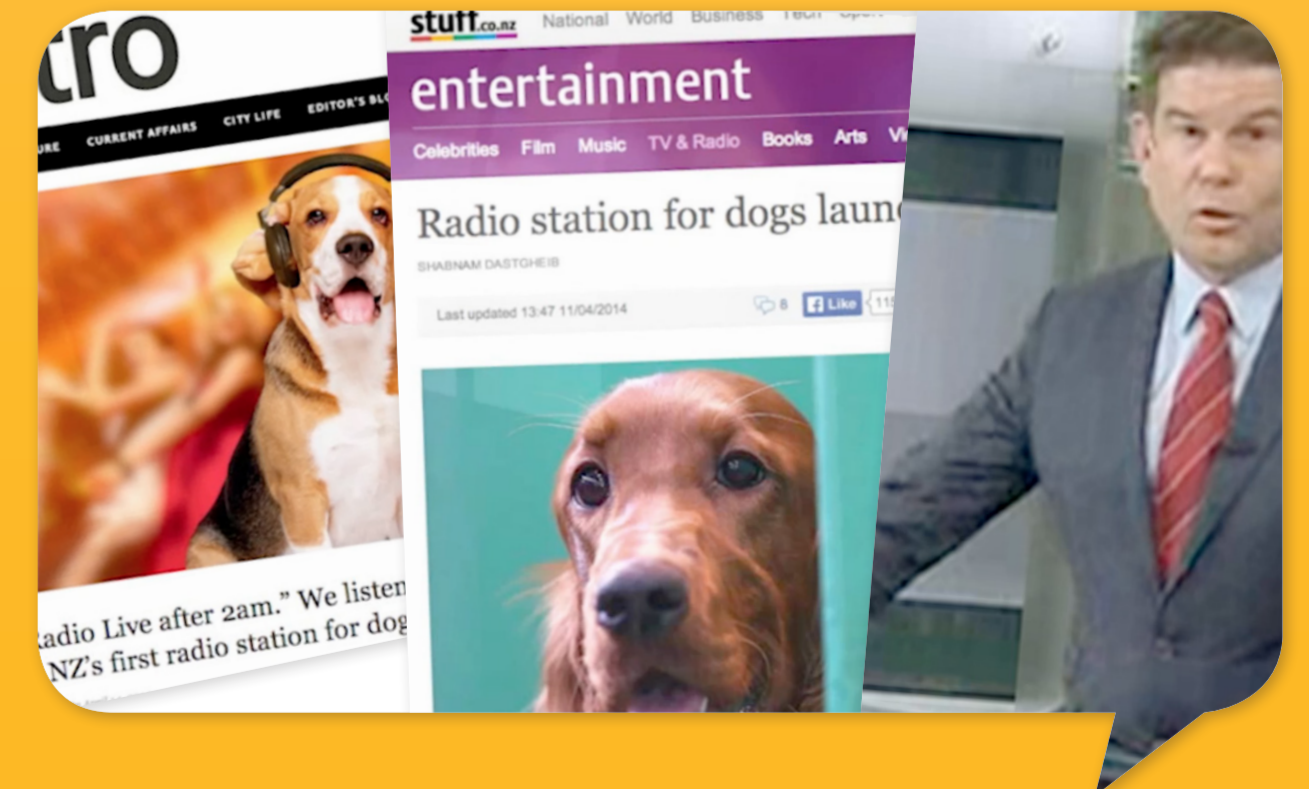
Talkies: Tackling life's big questions, like, 'Where is the ball, really?'



Virtual Outings: Leave the house without leaving the house.

Fetch In The Park: A throw-by-throw commentary on K9FM Sport.

Plus much more on 87.7 K9FM 'man's best friend's best friend.'



Owners loved it too, not just for the content, but because at the end of the day – if your dog is happy, so are you.