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## **Old dogs learn new tricks in new homes**

**Bing hands over its homepage to the Retired Greyhound Trust as part of its Help Your Britain campaign**

**LONDON, 12 April 2013** - Microsoft's search engine, Bing.com, today hands over its daily homepage to the Retired Greyhound Trust, enabling the charity to tell its story to Bing's 12.7 million UK users.

To mark the occasion, the Bing homepage features an exclusive image that celebrates the charity, as well as providing in-depth information about the valuable work it does in finding loving homes for greyhounds at the end of their racing careers.

The Retired Greyhound Trust was chosen by the British public as part of Bing's ongoing Help Your Britain campaign. The campaign is all about encouraging the public to do more for charitable causes.

Each year approximately 8,000 greyhounds retire from racing in Britain, typically aged between three and five years old. They are gentle, intelligent animals who, on departure from the world of racing, deserve some tender loving care in a family home. In return, the gentle breed can provide their owners with years of loyalty and companionship.

Managed from the head office in Surrey, the Retired Greyhound Trust is staffed by a small team of six, who work extremely hard to support their extensive network of 70 branches and more than a thousand volunteers to find each dog a good home. In addition, they help care for the dogs during the rehoming process, raise funds and provide on-going support for the new owners; each dog is even rehomed with its own lead, collar, muzzle, and advice booklet. With kennels spread across England, Scotland and Wales, the charity has found more than 60,000 homes for retired racing dogs since it was founded in 1975.

'Hot spot' links on the Bing homepage will provide users with additional information about how the Retired Greyhound Trust helps to neuter, micro-chip and vaccinate thousands of dogs upon retirement, and place them in loving new homes for life. Users can also watch a behind the scenes video about the charity by visiting [www.bing.com/helpyourbritain](http://www.bing.com/helpyourbritain).

To find out more information about the charity, including details of how to make a donation, go to Bing's Help Your Britain page.



Peter Laurie, Chief Executive of the Retired Greyhound Trust said: “There are many greyhounds that are looking for loving homes in Britain today, and the Retired Greyhound Trust, with the support of its extensive volunteer network, proudly homes thousands of greyhounds every year.

“We’re delighted that the Trust has been recognised by Bing’s Help your Britain, and we hope that Bing’s users will enjoy finding out more about our work, our dedicated volunteers and, most importantly, greyhounds, that are fast becoming one of the most popular pet breeds.”

Peter Maxmin from Bing says: “The work that the Retired Greyhound Trust does is truly inspiring, not just in guaranteeing that these loyal animals are cared for in their older years, but in supporting their new owners and making sure that each new home is right for everyone involved. This purpose is sadly often made difficult by limited funding, which is why we’re delighted to be showcasing the charity as part of Bing’s Help Your Britain campaign.

“The Retired Greyhound Trust is the eleventh user-nominated charity to feature as part of Bing’s ongoing Help Your Britain campaign, and follows an encouraging level of interest from our users, all wanting to do great things by nominating causes that are close to their hearts that are making incredibly valuable contributions to communities across Britain.

“There are more than 187,000 registered charities across Great Britain with a story to be told, many of which will never be heard due to the lack of resources at their disposal. Bing is shining the spotlight on these unsung British heroes, enabling the British public to nominate the charities they would like to see featured on the homepage via [www.bing.com/HelpYourBritain](http://www.bing.com/HelpYourBritain).”

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**About Bing**

Bing is a search engine that makes doing things easier so you can achieve more. It’s a starting point; it provides the information and curated content, both on mobile and desktop, that gets people doing things quicker. It provides the



knowledge to make new things possible. It will take you to where you want to go but offer additional suggestions to make you think even bigger. Life is there to be enjoyed; Bing wants to help you make the most of it!

**About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

**For more information:**

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