

FOR IMMEDIATE RELEASE

April 30, 2014

Celebrate National Adopt-a-Shelter Pet Day at spcaLA *We've loved your pet since before you met them!*

Los Angeles, CA – Today is National Adopt a Shelter Pet Day, and Society for the Prevention of Cruelty to Animals Los Angeles (spcaLA) invites prospective pet parents to visit either of spcaLA's pet adoption centers to find a *Friend for Life*®.

spcaLA began finding homes for the abused and abandoned animals of Los Angeles in 1877 from their first location in the Old Tajo building in Downtown Los Angeles. Since then, spcaLA has found homes for hundreds of thousands of animals.

spcaLA shelter pets participate in enrichment and socialization activities which bolster their mental and physical well-being. spcaLA shelter dogs may also participate in programs like Adoption Academy™ (basic obedience), Hollywood Hounds™ (tricks), All Star Agility™, and Shelter Scents™ (nose work). This commitment to care makes spcaLA shelter pets healthier and happier, and ultimately more attractive to adopters.

The “journey” of an spcaLA shelter pet is highlighted in their latest commercial. A dog is rescued by an spcaLA Humane officer and receives medical care by spcaLA veterinary staff. Food, comfort, enrichment, and training are provided by spcaLA staff and volunteers until the dog is adopted. The tag line is: “We've loved your pets since before you met them!”

“So many people fear visiting a shelter will be too sad, but spcaLA dispelled that when we built the P.D. Pitchford Companion Animal Village & Education Center in 2001,” said spcaLA President, Madeline Bernstein. The first shelter of its kind in the United States, The Village was built with the health and enrichment of the animals in mind. The 56-year-old spcaLA South Bay Pet Adoption Center is currently undergoing a major renovation.

Meet your Friend for Life at the spcaLA South Bay Pet Adoption Center (12910 Yukon Ave. in Hawthorne) or the spcaLA P.D. Pitchford Companion Animal Village and Education Center (7700 E. Spring St. in Long Beach) today. All adoptable pets are online at www.spcaLA.com.

For more information, please contact Ana Bustilloz at 323-730-5300 x252, cell 323-707-1271 or abustilloz@spcaLA.com

Since 1877, spcaLA has been the premiere independent, nonprofit animal welfare organization serving Southern California. There is no national SPCA, parent organization, or umbrella group that provides financial support to spcaLA. Donations run programs and services including Cruelty Investigation, Disaster Animal Response Team, Humane Education, and a variety of shelter services.

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