

FOR IMMEDIATE RELEASE

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**CHICKEN SOUP FOR THE SOUL TO DONATE 6000 POUNDS OF PET FOOD TO
spcaLATO KICK OFF
NATIONAL ADOPT A SHELTER DOG MONTH**

New pet parents who adopt October 1 through October 12 will receive a complimentary bag of pet food and one of Chicken Soup for the Soul's latest bestselling pet titles

LOS ANGELES, CA – In honor of National Adopt a Shelter Dog month, [Chicken Soup for the Soul](#), will join forces with Society for the Prevention of Cruelty to Animals Los Angeles (spcaLA) to encourage pet adoptions beginning October 1.

Along with donating 6,000 pounds of Chicken Soup for the Soul pet food to support the shelter's homeless animal initiatives, Chicken Soup for the Soul is also encouraging adoption by gifting a bag of Chicken Soup for the Soul pet food and a copy of, [Chicken Soup for the Soul: The Dog Did What?](#) or [Chicken Soup for the Soul: The Cat Did What?](#) to all new pet parents who adopt a dog or cat from spcaLA during this time frame.

spcaLA is currently experiencing a shortage of pet food donations. spcaLA uses about 35,000 pounds of food each year to feed the homeless pets in their care. Those interested in helping, may drop-off a donation at any spcaLA location during business hours (info at www.spcaLA.com).

spcaLA President Madeline Bernstein commented, "spcaLA is honored that Chicken Soup for the Soul chose to help the abandoned and abused animals in our shelter with this donation. Because spcaLA is an independent nonprofit, we rely on the generosity of donors to help thousands of animals each year."

"All of us at Chicken Soup for the Soul are passionate about helping shelters and promoting the adoption of cats and dogs," said Amy Newmark, publisher, editor-in-chief and author of the last 100 Chicken Soup for the Soul books. "We use rescue dogs and cats as models on the packaging for our pet food, and we have been contributing to shelters for years. We wanted to find a way to make an impact in Los Angeles and spcaLA seemed like a perfect partner."

To view spcaLA's adoptable pets, please visit www.spcaLA.com.

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

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About spcaLA

Society for the Prevention Cruelty to Animals Los Angeles (spcaLA) is an independent, nonprofit animal welfare organization serving Southern California since 1877. 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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About Chicken Soup for the Soul

Chicken Soup for the Soul publishes the famous Chicken Soup for the Soul book series. In 2007, USA Today named Chicken Soup for the Soul one of the five most memorable books in the last quarter-century. With over 100 million books sold to date in the U.S. and Canada alone, more than 250 titles, and translations into more than 40 languages, "chicken soup for the soul" is one of the world's best-known phrases and is regularly referenced in pop culture. Today, 20 years after it first began sharing happiness, inspiration and wellness through its books, Chicken Soup for the Soul continues to delight readers and fans with new titles, but has also evolved beyond the bookstore. Its high quality products include wholesome and balanced pet food that recognizes the unique relationship between pets and people, a line of delicious, nutritious food, that makes it easier to bring people together around the table for healthy meals, as well as movies, television, licensed gifts, and a host of digital offerings, all of which are inspired by stories.

Chicken Soup for the Soul is the official pet food sponsor of the [American Humane Association's Hero Dog Awards](#), which will air on Friday, October 30 on the Hallmark Channel. The company is proud to support Staff Sergeant Michael Malarsie and his dog, Xxon, in the show's "Hearing and Guide Dog" category. After being blinded and wounded during combat in Afghanistan, Malarsie met Xxon who helped him return to work as the only blind Airman serving active duty in the Air Force. Malarsie and Xxon's love and courage truly embody Chicken Soup for the Soul's mission statement of "changing the world one story at a time®". www.chickensoup.com.