



Society for the Prevention of Cruelty to Animals Los Angeles

News Release

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FOR IMMEDIATE RELEASE

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Presenting Blitz: spcaLA's Puppy Player in Puppy Bowl IX

LOS ANGELES, CA – Society for the Prevention of Cruelty to Animals Los Angeles (spcaLA) is participating in Super Bowl Sunday's main event: the Puppy Bowl on Animal Planet! Blitz, a puppy from spcaLA's P.D. Pitchford Companion Animal Village & Education Center in Long Beach is spcaLA's entrant in Puppy Bowl IX. The Puppy Bowl airs February 3rd at 3pm E/P on Animal Planet.

Blitz was only 6 weeks old when she flew to New York City for the Puppy Bowl taping. The happy-go-lucky Terrier flew in a plane, rode in a taxi and took a subway all within 24 hours! Upon her return to Los Angeles, Blitz was adopted. She is happy in her new home and is the Most Valuable Puppy (MVP) in the eyes of her new family.

Last year, spcaLA broke onto the Puppy Bowl scene with Fumble, a Chihuahua/Terrier mix who won the coveted MVP in 2012. The first-ever entry from the great state of California, Fumble outshined 30 other dogs from rescues around the country with his high-spirited play and multiple touchdowns.

"Of course, we're all rooting for Blitz to stand out at Puppy Bowl IX," said spcaLA President, Madeline Bernstein. "But MVP or no, she is happy, safe and healthy thanks to the hard work and dedication of spcaLA staff, volunteers and supporters."

Blitz, like many of spcaLA's outstanding puppies, came to the spcaLA as a stray. spcaLA would like to remind those seeking an animal companion to adopt. Visit spcaLA's two pet adoption centers or a local shelter. You may find a TV star, like Blitz!

spcaLA thanks Virgin America, for generously donating airfare for Blitz and her human companion, as well as The Bentley Hotel for providing discounted accommodations for team spcaLA.

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

About spcaLA

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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PAGE 2-2-2

About Virgin America

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About Bentley Hotel

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