



## **JOHN PAUL & PLATINUM PETS HELP TO MAKE "PAW-LIDAY" WISHES COME TRUE!**

### **Found Animals to Host Kickoff Event to Launch The Los Angeles Discount Days of Adoption at 14 Animal Care Centers**

**LOS ANGELES (December 16, 2010)** - Found Animals Foundation ([www.foundanimals.org](http://www.foundanimals.org)) invites you to celebrate the "Paw-lidays," Saturday, December 18, 2010 from 10am-5pm as they kick-off this year's annual Los Angeles-wide, discount days of adoption. The unparalleled adoption event (formerly known as "Save a Stray for the Holidays") will be held through December 24 at 14 Los Angeles City and County Animal Care Center locations where adoption discounts will be provided. Last year's adoption event was tremendously successful resulting in 445 adoptions on the day of the event and totaling more than 1500 animals that were happily adopted into new homes in time for the holidays.

For the 2010 "Paw-lidays" adoption event ([www.foundanimals.org/pet-adoption/events/happy-pawlidays](http://www.foundanimals.org/pet-adoption/events/happy-pawlidays)), each location will reduce adoption fees December 18 - 24 in an effort to place the highest number of animals into new homes for the holidays in Los Angeles history. Special discounts will include microchip and spay/neuter surgery fees, thus making adoption easier and more affordable than ever. Hundreds of animals will be available and trained "matchmakers" will be on hand to help visitors find the perfect pet.

This year Found Animals has teamed up with "John Paul Pet" products & "Platinum Pets," who are supplying pet care products and samples for new adopters attending the event on December 18th. There will be cat and dog gift basket giveaways at each of the participating shelters and an online photo contest launching today. Pet owners can win a beautiful gift basket packed with "John Paul Pet" products and "Platinum Pet" bowls and coupon booklets, to provide their best bud with some stylish new gifts and a new look and for the New Year that will keep them looking salon signed, sealed and delivered! Enter on the Found Animals website at ([www.foundanimals.org/john-paul-pet-contest](http://www.foundanimals.org/john-paul-pet-contest)).

Additionally, anyone who adopts a pet at the event will receive the amazing professional services of the Found Animals staff and volunteers. The organization also will provide crucial materials, such as new pet owner guides, to make the transition to new surroundings more comfortable for both the pets and their new parents.

"This is a wonderful way to spread some holiday goodwill and cheer," said Aimee Gilbreath, Executive Director of Found Animals. "During this annual period of family and giving, we ask everyone to have compassion for the nearly four million dogs and cats that are dying every year in U.S. animal shelters. With our 'Happy Paw-lidays' event, we hope to embrace L.A. residents of all backgrounds and make it as easy as possible for them to adopt from their local municipal shelters. When they do so, they not only save the life of their new beloved pet, but also of the animal that now has space at the shelter, and the one that was never bred," she added.

"Happy Paw-lidays" highlights the millions of wonderful animals available for adoption from the municipal shelter system each year. Due to tremendous public misconception that these animals are undesirable (only approximately 50% make it out alive), coupled with minimal awareness in regard to shelter locations, these facilities are consistently overcrowded and underfunded. As a result, many centers are forced to put down animals simply for the lack of space.

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#### **About Found Animals**

Found Animals Foundation ([www.foundanimals.org](http://www.foundanimals.org)) is a privately funded Los Angeles-based non-profit organization dedicated to animal welfare issues and led by business and medical professionals. The Found Animals team works directly within the animal welfare community to improve animal shelter processes, fund pet sterilization research, promote effective animal welfare policy, and provide funding to area shelters and spay/neutering clinics. The organization also sponsors and promotes pet adoption, spay/neutering, micro-chipping programs, and various animal and pet-related events.