
HEALTH DEPARTMENT
NEWS RELEASE



FOR IMMEDIATE RELEASE

July 27, 2012

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IC PAWZ Is Revealed!
Peculiar Paw Print Promotes Pet Placement

GRAND RAPIDS, Mich. – The Kent County Animal Shelter's (KCAS) has its paws into something unique and fun! As part of the 2012 ASPCA® (American Society for the Prevention of Cruelty to Animals) Rachel Ray \$100K Challenge, shelter volunteers and supporters have been chalk-printing the town with a very simple message: icpawz.com!

KCAS ranked 27 of 108 shelters in the initial qualifying heat during online voting in April 2012. Now, KCAS enters the final stage of the Challenge, which runs from August 1 through October 31, 2012. The shelter needs to find homes for more cats and dogs during the same period in 2011 to qualify for prizes. By saving at least 300 more lives during the Challenge, the shelter could win up to \$125,000 in prizes – money that would be used to save even more pets. On average, KCAS accepts 30 stray and unwanted pets on a daily basis.

Starting August 1, 2012, members of the community can adopt a cat for \$5 or a dog for \$50 plus the cost of a license (must receive approval to adopt the pet first). Funding for the shelter's efforts are possible thanks to the BISSELL Pet Foundation™, who awarded a \$41,000 grant to KCAS after the recent BISSELL Blocktail™ Party. **THAT'S RIGHT: ADOPT CATS FOR \$5, DOGS FOR \$50 (plus license) starting August 1, 2012!!! (Special low cost available through October 31, 2012, or until grant funding is depleted.)**

On Saturday, August 4, KCAS will open its doors with extended adoption hours for the public from 8 a.m. to 4 p.m. ET (adoption applications will be accepted until 3 p.m.). The event will feature pizza and drinks beginning at 11 a.m., free pet demonstrations and the chance to win BISSELL floorcare products

Check out www.icpawz.com, as well as the twitter and Facebook accounts to see how KCAS progresses in the Challenge. More than 7,000 hits have registered at www.icpawz.com since the countdown page launched July 13!

For more information on how to adopt from the Kent County Animal Shelter check out www.icpawz.com. To learn more about the BISSELL Pet Foundation, visit www.bissellpetfoundation.org. For more about the ASPCA Rachel Ray \$100K Challenge, visit <http://challenge.aspcapro.org/>

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KCHD has been in the business of providing health services to Kent County since 1931. The Health Department is home to nearly 260 employees including public health nurses, sanitarians, health educators, technicians, public health administrators, and specialized staff at the Kent County Animal Shelter. The Health Department operates one main clinic and four satellite clinics located in Wyoming, Kentwood, Rockford, and Grand Rapids. To learn more about KCHD services, visit www.accesskent.com/health.

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