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HEALTH DEPARTMENT  
NEWS RELEASE



**FOR IMMEDIATE RELEASE**

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## **Tail Waggin' Tailgate Planned to Promote Shelter Adoption October 13<sup>th</sup> Event Puts Friendly Twist on Football Rivalry**

**GRAND RAPIDS, Mich.** – The Kent County Animal Shelter (KCAS) receives thousands of pets a year. Whether stray, unwanted, or the owner just can't afford the pet anymore, about 30 animals on average come through the doors of the KCAS **each day**. The Animal Shelter has saved more pets than EVER, thanks to the support of the entire Kent County community. The 2012 ASPCA (American Society for the Prevention of Cruelty to Animals) Rachel Ray \$100K Challenge, which started August 1<sup>st</sup>, has helped boost adoptions by over 215% over the same time frame last year.

On Saturday, October 13<sup>th</sup>, KCAS will hold a special adoption event: The **Tail Waggin' Tailgate!** The event kicks off what is sure to be a week of smack-talking fun for fans of Michigan and Michigan State, with their big football match-up coming up the following week. Wear your favorite school colors and let us know when you adopt, which school you think will win on October 20<sup>th</sup>!

The **Tail Waggin' Tailgate** will have extended adoption hours for the public from 8 a.m. to 4 p.m. (adoption applications will be accepted until 3 p.m.). The event will feature cider and donuts in the morning, pizza and drinks beginning at 11 a.m., free pet demonstrations and the chance to win BISSELL floorcare products. We will continue to run our special adoption rates: \$5 for cats, \$50 for dogs (plus \$12 for a license) through October. The shelter received a grant from the Bissell Pet Foundation's **Blocktail Party** in June that has been allowing us to offer this special adoption rate for the ASPCA Challenge. The rate is good until October 31<sup>st</sup>, or until the grant money runs out, whichever occurs first. Pets will be brought up-to-date on vaccinations, spayed/neutered, and receive a microchip before going home with their new family.

The shelter needs to find homes for more cats and dogs during the same period in 2011 to qualify for prizes in the ASPCA Challenge. 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. Help us finish strong this month!!

Feel free to use the attached flyer. For more information on how to adopt from the Kent County Animal Shelter check out [www.icpawz.com](http://www.icpawz.com). To learn more about the BISSELL Pet Foundation, visit [www.bissellpetfoundation.org](http://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](http://www.accesskent.com/health).

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