



NEWS RELEASE

City of Los Angeles Department of Animal Services
221 N. Figueroa Street, Suite 500, Los Angeles, California 90012 / www.LAAnimalServices.com

CONTACT: 213.792.4800

FOR IMMEDIATE RELEASE:
August, 8 2008

"The Big Lick" Promotes Pet Adoption with Ice Cream

City shelters experience a 21% increase in foreclosure pets!

Los Angeles – LA Animal Services, in partnership with Found Animals Foundation (FAF) is announcing "The Big Lick," a community pet adoption initiative on Saturday, August 9th, at the West LA Animal Care Center from 12 p.m. – 4 p.m. The event is designed to unite hundreds of animals with loving homes through a fun ice cream social.

"The Big Lick" will feature ice cream, face painting, and dog training demonstrations from Oprah Winfrey's personal dog trainer, Tamar Geller- all free of charge. Exclusive perks to those who adopt a pet that day will include comprehensive pet how-to guides, and goodie bags filled with coupons, samples and gift certificates.

Pet adoption has become a particularly pressing issue lately. "LA Animal Services has experienced a 21% increase in the number of animals surrendered as a result of the foreclosure crisis," said Ed Boks, general manager. "These wonderful pets are the silent victims of the economic downturn." As for the timeliness of the event, Boks insists, "summer is the perfect time to adopt, while the kids are still home from school. This gives the family the time they need to adjust to their new pet."

Additionally, shelter adoption provides economic relief for the city. Data provided by LAAS indicates it costs LA shelters an estimated \$336 per dog taken in, contributing to the nearly \$20 million per year spent on animal care and control.

Aimee Gilbreath, Executive Director of FAF, is optimistic of the "The Big Lick's" success, "We are very excited to help these wonderful pets find loving homes- shelter animals make great companions."

Interested animal enthusiast may visit: foundanimals.pets911.com, to view photos, videos and additional information regarding the animals up for adoption at the West LA Animal Care Center, 11361 W Pico Blvd, from noon to 4pm, Saturday, August 9th.

For more information or assistance call LA Animal Services at

1-888-452LA-PET1/1-888-452-7381

(TTY Hearing impaired: 877-875-8205) or visit the website at www.LAAnimalServices.com.

We create happiness by bringing pets and people together!