



NEWS RELEASE

Media Contact:
Michelle Ray, PR Manager
Dumb Friends League
303-419-1162, mray@ddf.org

“Red, White & Blue” adoption special at the Dumb Friends League Buddy Center

Half-price and free adoptions for adult cats from July 1 to July 9

DENVER (June 24, 2010) Celebrate Independence Day with a new feline friend! As part of the “Cat Days of Summer” adoption campaign, the Dumb Friends League Buddy Center will host a special for cats from Thursday, July 1 through Friday, July 9. Adoption fees will be half off or waived for specific adult cats during the “Red, White & Blue” special.

For the Dumb Friends League and other animal shelters across the nation, summer ushers in more cats and kittens that are in need of homes. In order to bring awareness to the issue of homeless cats and encourage more cat adoptions, the League launched the Cat Days of Summer campaign and will host an eight-day adoption special at the Castle Rock shelter.

“We want to improve the perception of cats in our community and encourage more people to adopt their next cat from the Dumb Friends League,” said Bob Rohde, president and CEO of the League. “We are offering this adoption special, so we see fewer cats sitting in our shelters and more of them in loving homes.”

The “Red, White & Blue” special offers half-price adoptions for all adult cats, 1 to 5 years old, that have any amount of red (orange), white or blue (gray) fur. Adoption fees are waived for any cat, 6 years or older, throughout the summer months. The adoption special takes place at the Buddy Center, located at 4556 Castleton Court in Castle Rock, Colo. Both Dumb Friends League shelter locations will be closed to the public on July 4, in observance of Independence Day.

Each cat's adoption fee includes a spay/neuter surgery, preliminary vaccinations, microchip implant and registration, collar and identification tag, and a free initial office visit with a participating veterinarian.

“By choosing to adopt, you get a great deal financially,” said Rohde, who has served as president for more than 37 years. “But, more importantly, you help save an animal's life and take home a wonderful companion that will bring such joy to your life.”

For more information on the Cat Days of Summer adoption specials, visit ddf.org or call (303) 751-5772, Ext. 6800.

About the Dumb Friends League

As the leading animal welfare organization in the Rocky Mountain region, the Dumb Friends League has been helping pets and people in the Denver metro area and beyond for 100 years. The Dumb Friends League has two shelter locations: 2080 S. Quebec St. in Denver and the Buddy Center at 4556 Castleton Court in Castle Rock. For more information, visit ddf.org.

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