

## Press Release

Contact: Laura Fulda / Director of Marketing & Communications  
Humane Society Silicon Valley  
408.727.3383 ext. 854 / [laura.fulda@hssv.org](mailto:laura.fulda@hssv.org)

Contact: Kim Daly  
Los Gatos Unleashed  
408.335.4861 / [kim@losgatosunleashed.org](mailto:kim@losgatosunleashed.org)

### **Los Gatos Mayor to Proclaim Town be Called "Los Perros for a Day"**

*Dog Lovers to Celebrate the Human-Dog Bond and Promote Responsible Dog Ownership*



**SANTA CLARA, Calif., -- May 1, 2008** – Woof! The town of Los Gatos is going to the dogs – at least for a day. On Saturday, May 17, Los Gatos Mayor Barbara Spector will issue a proclamation declaring that the "Town of the Cats" will become the "Town of the Dogs."

The "Los Perros for a Day" festivities will begin at the Old Town Shopping Center Pavilion at 11 am. The first attendees will receive doggie goodie bags containing an assortment of treats for their pets and coupons from local businesses. The Los Gatos Police K9 unit from the "Los Perros" Police Department will also be on hand to greet two legged and four legged guests.

Humane Society Silicon Valley (HSSV) President Christine Benninger will accept the proclamation on behalf of dog lovers and their canine companions. Other groups being recognized include Los Gatos Unleashed and Petpals Animal Assisted Therapy.

"Humane Society Silicon Valley gives the city of Los Gatos two paws up for promoting Los Gatos as a dog friendly destination for visiting, shopping and dining," Benninger says. "By declaring this dog friendly town 'Los Perros for a Day,' residents and visitors alike can celebrate the magic of the human-dog bond and promote responsible dog ownership."

Kim Daly, a volunteer with Los Gatos Unleashed, a Los Gatos based community group working with HSSV to build a dog park within the Los Gatos town limits, says the event also helps raise awareness for the town's critical need to have a dog park. "Dog owners are a substantial group of park users in Los Gatos. By conservative estimates nearly two-thirds of all Los Gatos households have at least one dog, there are at least 9,000 resident dogs, and thousands more dogs visit Los Gatos each year with their owners. These dogs and their owners need a safe place to exercise and socialize off leash within the Town limits. A dog park would fulfill that need and also enhance the Town's reputation as a dog friendly destination."

Local businesses are participating by hosting statues of dogs painted by local artists. This arts project, "How much is that doggie in the window?" will run through June 5<sup>th</sup>. Visitors to the host shops and restaurants will be able to bid on the artwork with all proceeds going to the dog park initiative. Event festivities include a parade to the Los Gatos merchants that are hosting the dog statues and the statues' unveiling.

#### **About Humane Society Silicon Valley**

Humane Society Silicon Valley (HSSV) is an independent, non-profit agency offering quality adoptions, medical care and education programs to enhance the human-animal bond. Established in 1929, HSSV has served Silicon Valley for 78 years and has adopted more than 500,000 animals into permanent, loving homes. HSSV is an "open door" shelter and accepts animals 24-hours a day, seven days a week. HSSV's medical center offers affordable spaying/neutering, vaccinations and microchips to the public. More information about HSSV can be found at [www.hssv.org](http://www.hssv.org) or call 408.727.3383.