

Press Release



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Humane Society Silicon Valley Holds Kitten Adoption Fair to Celebrate Satellite Adoption Center in PETCO



SANTA CLARA, Calif., July 2, 2007 – In an effort to find more pets loving homes and raise community awareness for shelter animals, Humane Society Silicon Valley (HSSV) will hold a kitten adoption fair Saturday, July 14 from 12-4 pm at its satellite adoption center in PETCO, 500 El Paseo De Saratoga, San Jose.

HSSV's satellite adoption center in PETCO, opened last February, features six to ten shelter cats available for viewing during store hours seven days a week.

Adoptable dogs are brought to PETCO every Saturday from 12:00 pm to 4:00 pm.

"We want to celebrate the success of our satellite adoption center in PETCO by holding a kitten adoption fair to showcase all of the wonderful kittens we have available for adoption," said Beth Ward, vice president of animal and customer care for HSSV. All adopted kittens are spayed/neutered, vaccinated, microchipped, and health and behavior tested.

Ward says HSSV partnered with PETCO to expand its reach into the community and educate help the public about the shelter's life-saving work. The adoption center is managed by Nichole Boudreau, HSSV's manager of adoptions, and run by volunteers, many of whom live in Saratoga. Volunteers do everything from socializing and caring for cats to handling adoptions and decorating the adoption center.

Ward says having animals available for adoption inside PETCO has helped the Humane Society reach out to members of the public who might not visit the shelter. "Thanks to PETCO's 'Adoption First' initiative, we have been able to show people the fabulous animals we have available for adoption, and talk with them about our shelter programs and services."

The satellite adoption center has also been a great opportunity for parents who want to provide a rewarding and fun volunteer experience for their children. Anne Sanderfer volunteers at the adoption center with her children Jesse, age 15, Larissa, age 12, and Emily, age 7.

"Initially, my children came with me to volunteer to fulfill a school requirement," Sanderfer said. "After the first 10 minutes though, they were volunteering because they saw the joy it brought to the animals and their new families. This has truly been a great experience for me and my kids."

For more information about volunteering at HSSV's PETCO adoption center, call 408.727-3383 ext. 708, or email us at: petcoadoptions@hssv.org.

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 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, regardless of any temperament or health related problems. HSSV's medical center offers affordable spaying/neutering, vaccinations and microchips to the public. More information about HSSV can be found at our website at www.hssv.org.

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