

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

ADOPT-A-SHELTER DOG MONTH AWARENESS CAMPAIGN

Summary Statement:

According to ASPCA estimates, each year approximately 8 to 12 million companion animals enter shelters nationwide, more than half of which are euthanized due to a lack of space or resources. By recognizing October as Adopt-A-Shelter Dog Month, The Apple Valley Animal Shelter would like to share in the nationwide campaign by raising awareness of the plight of shelter animals, and urging potential pet parents to choose one of the wonderful shelter dogs awaiting a loving home.

This year we would like to highlight the unlimited potential shelter dogs have to be exceptional pets by encouraging adopters to send in photos and their best tail-wagging story of their adopted shelter dog. The best stories will be posted on the Town's website and the winner will win a gift basket full of pet goodies donated by local pet businesses.

Additionally, Apple Valley Animal Services will be hosting a free of charge Pet Parenting class October 24, 2009 at James Woody Community Center, 9:30a.m.-12:00p.m. Information regarding preventive health, behavior modification and training tips will be available. The class is open to any town resident, whether or not they've adopted a dog from the shelter.

Adopt-A-Shelter Dog Campaign will be a positive program that will help increase the bond between owner and pet and raise awareness of the great dogs available at the Town of Apple Valley Animal Shelter.

Recommended Action:

Direct staff to implement Adopt-A-Shelter Dog Awareness Campaign during the Month of October.

Proposed by: Gina M. Schwin-Whiteside Item Number _____

T.M. Approval: _____ Budgeted Item Yes No N/A