

For Immediate Release

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Dumb Friends League aims to raise \$1 million for 2010 Furry Scurry, in honor of centennial year

DENVER (March 12, 2010) It won't be your typical walk in the park on May 1. The Dumb Friends League will host its 17th annual Furry Scurry, one of the largest walks for animals in the nation, drawing nearly 10,000 pet lovers and 5,000 dogs each year to Washington Park in Denver.

Because the Dumb Friends League celebrates 100 years of helping pets and people this year, the animal welfare organization has set a centennial goal of raising \$1 million through Furry Scurry donations. The funds raised will help provide care for more than 25,000 animals this year. In addition to adopting homeless pets, the Dumb Friends League offers other services, including lost and found, humane education, animal cruelty investigations, and donor-subsidized spay/neuter for pets in underserved areas.

The two-mile walk will commence at 9 a.m. in Denver's Washington Park. Registration for the event is \$50 per person and includes a limited-edition Furry Scurry logo T-shirt. Individuals and company teams are encouraged to register online and collect pledges prior to the event date. Corporate teams receive discounted registration fees and team photographs on event day. The top individual fundraiser will be named the "Leader of the Pack" for the 2011 Furry Scurry.

“Our online fundraising program makes it easy for people to raise money for the animals,” said Rick Gabrielson, vice president of development and communications for the Dumb Friends League. “As you collect more pledges, you earn more prizes and, more importantly, you help us serve more pets and people in Denver and surrounding areas.”

In addition to the walk, pet lovers can meet adoptable pets, watch demonstrations, enter in contests and shop for pet-friendly goods and services. Though dogs are the only companion animals allowed at the event, people can participate in honor of their cats or other favorite pets.

“Though we hope to see everyone at the Furry Scurry, participation before the event is key—it’s how you can truly make a difference for needy animals in our community,” said Bob Rohde, president and CEO for the Dumb Friends League.

The Furry Scurry is presented by Hill’s Science Diet, King Soopers and Amica Mutual Insurance Company. The 17th annual fundraiser is also sponsored by Merial, HomeAgain, 98-5 KYGO, 9News, *The Denver Post* and *Denver Magazine*.

Participants can register online, by mail or in person at either the Dumb Friends League Quebec Street shelter in Denver or the Buddy Center in Castle Rock. Furry Scurry registration is also available at the Barkin’ Boutique & Bakery in Denver. For more information and to register, visit ddfl.org or call (303) 751-5772, Ext. 1378.

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 ddfl.org.

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