



NEWS RELEASE

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Dumb Friends League launches Cat Days of Summer campaign with a “White Paw Special” over Memorial Day weekend

Half-priced adoptions for all cats, 1 year or older, with any amount of white fur

DENVER (May 25, 2010) Memorial Day weekend may be the unofficial start of summer with cookouts, poolside parties and donning yourself in white clothes, but at the Dumb Friends League, it serves as the kick-off for a “Cat Days of Summer” campaign to help hundreds of orphaned cats find homes. As part of the campaign, the League will host adoption specials like the “White Paw 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 Cat Days of Summer campaign will include adoption specials during the summer months.

“With this summer-long campaign, 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 will offer adoption deals throughout the summer so we see fewer cats sitting in our shelters and more of them in loving homes.”

The “White Paw Special” offers half-priced adoption fees for all cats that are 1 year or older and have any amount of white fur. Adopters can take home a new furry family member for as low as \$28. The weekend adoption special takes place from May 28 to May 30 at both shelter locations—the Quebec Street shelter in Denver and the Buddy Center in Castle Rock.

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 and the “White Paw Special,” visit ddfl.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 ddfl.org.

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