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MEDIA ADVISORY

Animal Care & Control of NYC's *Petacular Adoption Celebration* Will Be June 29

Animal Care & Control of NYC (AC&C) will be celebrating its newly designed adoption program on June 29,

WHO: Special guest Ken Foster, author of the bestselling memoir *The Dogs Who Found Me* will be signing copies of his most recent book, *I'm a Good Dog: Pit Bulls, America's Most Beautiful (and Misunderstood) Pet* and we will have a caricaturist drawing pictures of adopters' new furry friends.

WHAT: In recognition of this year's improvements to AC&C's adoption program, all adoptions will cost \$20.13, and adopters will also receive special goodie bags while supplies last.

WHEN: Saturday June 29, 12pm-3pm

WHERE: Manhattan Care Center, 326 East 110th Street, New York, NY

WHY: AC&C has long recognized the need for a more formalized adoption program than the one that has been in place for many years. Adopters will experience shorter wait times and a more personalized process, including one-on-one counseling and guidance about responsible pet ownership. Microchips will be registered to each adopter at the time of adoption (previously, adopters would have had to update the registration at home) and pet insurance will also be activated immediately. Post-adoption counseling will help ensure a smooth transition to pet ownership, and reduce the number of animals returned to AC&C care centers.

About Animal Care & Control of NYC

Animal Care & Control of New York City (AC&C) is one of the largest animal shelter-systems in the country, taking in more than 30,000 animals each year. As a 501 (c) (3) non-profit organization since 1995, AC&C rescues, cares for and finds loving homes for homeless and abandoned animals in New York City. AC&C facilities operate in all five boroughs. Visit <http://nycacc.org> for more information.

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