

BARK & CO AND ANIMAL CARE & CONTROL OF NYC PARTNER TO PROMOTE PIT BULL ADOPTIONS

Adopters to Receive Complimentary BarkBoxes, Beginning on National Pit Bull Awareness Day

NEW YORK, October 22, 2014 – Bark & Co and Animal Care & Control of NYC (AC&C) today announced an exciting partnership to promote pit bull adoptions. Starting on October 25—National Pit Bull Awareness Day—anyone who adopts a pit bull or pit mix from AC&C will receive a free “New York Pit Bull Appreciation Society” BarkBox, a pawsome package containing toys and treats suitable for big dogs. Adopters will also receive New York Pit Bull Appreciation Society pins.

AC&C, a nonprofit contracted by the City of New York and the only open-admissions animal welfare organization in the five boroughs, takes in more than 10,000 dogs each year, many of whom are pit bulls or pit bull mixes. Bark & Co, based in New York, makes the pawpular BarkBox product—a monthly box of dog goodies delivered to subscribers—and is committed to helping shelter animals.

“We’re very grateful to everyone at Bark & Co for their heartfelt generosity and enthusiastic support,” said Risa Weinstock, AC&C’s Executive Director. “Working together we can help more pit bulls find the homes they deserve, and more people find out what great companion animals these dogs are.”



#NYPBAS

“We’re so excited to support NYC pit bulls in need!” said Danielle Maveal, BarkGood Director at Bark & Co. “Seeing all dogs healthy, happy and in loving homes is at the heart of all we do at Bark & Co and we hope that this initiative will encourage adopters (like many of us!) to choose pit bulls, a deeply misunderstood breed, as new members of their families.”

Also in celebration of National Pit Bull Awareness Day (which falls during Adopt-A-Dog Month), AC&C is having a “Love-A-Bull! Adore-A-Bull! Adopt-A-Bull!” adoption promotion October 24-26, with reduced adoption fees on pit bulls and pit mixes (\$25 for those seven months and older; \$100 for puppies six months and under). AC&C adoptions include vaccinations, a microchip, spay/neuter, a free office visit at a participating veterinarian and a free identification tag.

Potential adopters can meet animals available for adoption daily, 12-7pm, at AC&C’s three Care Centers:

- Manhattan:** 326 East 110th Street
- Brooklyn:** 2336 Linden Boulevard
- Staten Island:** 3139 Veterans Road West

October is **Adopt-a-Dog Month!**

Love-A-Bull!
Adore-A-Bull!
Adopt-A-Bull!

Celebrate National Pit Bull Awareness Day by adopting* one of NYC's lovable and adoptable pit bulls! This weekend, we're reducing adoption fees on American Pit Bull Terriers, American Staffordshire Terriers, and other "pit" dog type dogs. See for yourself what great pets they can be!

**Friday, Saturday & Sunday
October 24, 25 & 26**

**7 months & older...\$25
6 months & under...\$100**

Care Center Locations:
Manhattan - 326 East 110th St
Brooklyn - 2336 Linden Boulevard
Staten Island - 3139 Veterans Road West

Adoption Hours 12-7pm

Animal Care & Control of NYC
www.nycacc.org

In addition, AC&C’s **Mobile Adoption Center (MAC)** travels the city with great dogs and cats up for adoption, and will be at Petco Union Square on October 25 (12-4pm) and FENWICK KEATS Real Estate (2244 Broadway) on October 26 (12-4pm). Details on upcoming adoption events can be found at <http://nycacc.org/Events.htm>.

Potential adopters can also visit AC&C's website to view animals up for adoption, available on a first come first served basis at the Care Centers.

In recognition of their dedication to helping shelter dogs, Bark & Co co-founders Matt Meeker, Henrik Werdelin, and Carly Strife will be honored at AC&C's second annual *New York's Kindest Dinner & Awards*, a fundraiser celebrating supporters, on December 5. Tickets are available now on [AC&C's website](#).

About Animal Care & Control of NYC

Animal Care & Control of NYC (AC&C) is one of the largest animal welfare organizations in the country, taking in approximately 30,000 animals each year. AC&C is a 501(c)(3) nonprofit that rescues, cares for and finds loving homes for animals throughout the five boroughs. AC&C has a contract with the City of New York to be an open-admissions organization, which means it never turns away any homeless, abandoned, injured or sick animal in need of help, including cats, dogs, rabbits, small mammals, reptiles, birds, farm animals and wildlife. It is the only organization in NYC with this unique responsibility. Visit www.nycacc.org for more information, and follow AC&C at [facebook.com/NYCACC](https://www.facebook.com/NYCACC) and [@NYCACC](https://twitter.com/NYCACC).

About Bark & Co

Bark & Co, the proud home of BarkBox, the BarkPost, BarkShop and BarkBuddy, is dedicated to building products that foster the health and happiness of dogs everywhere. Learn more at <http://bark.co/>, <https://barkbuddy.com/>, <https://barkbox.com/>, <http://barkpost.com/>, and <https://barkshop.com/>.

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