



FOR IMMEDIATE RELEASE

Nov. 23, 2020

Contact: Kim Maialetti
(267) 258-0076
kim@wordplayllc.com

Kate Levin
(818) 321-0405
kate@wordplayllc.com

**PETS IN NEED LAUNCHES NEW COMMUNITY PARTNER PROGRAM TO
HELP FIND HOMES FOR BIG DOGS**

Big Dogs Being Left Behind Despite Surge in Animal Adoptions During Pandemic

(REDWOOD CITY, Calif.) – Pets In Need, Northern California’s first no-kill animal shelter, today launched a new program offering local business and other organizations an opportunity to partner with the non-profit organization to help find foster homes and “fur-ever” families for big dogs.

The community partner program is part of the organization’s Cause for Big Paws initiative.

“While animal shelters across the country have reported a surge in pet adoptions because of the COVID-19 pandemic, big dogs are sadly being left behind,” said Al Mollica, executive director of Pets In Need. “Our new community partner program is designed to enlist the support of our local businesses and other organizations to help us save these vulnerable animals from being put down.”

As part of the program, Pets In Need will provide a Pet of the Week flier along with informational postcards each week for businesses to share with their customers and promote big dogs that are available for fostering and adopting. Meet and greet events will also be arranged.

In return, Pets In Need will highlight the business on its website, in its newsletter and on its social media accounts.

“We are happy to be one of the first partners in this program,” said Will Hayes, owner of The Grill House in Redwood Shores and father to a 10-year-old Labrador retriever. “As a local, pet-friendly business, we are committed to helping to make our community better – for people and animals – and big dogs need us.”

In general, Pets in Need considers big dogs those that are over 35 lbs. as adults and puppies that will likely grow to be over 35 lbs.

Big dogs are slower to get adopted and at greater risk for being put down for a variety of reasons, including breed restrictions that prohibit many apartment residents from having big dogs such as shepherds, huskies and Rottweilers as well as pit bulls and pit bull mixes.

Under the Cause for Big Paws initiative, representatives from Pets In Need travel to shelters in the Central Valley and East Bay that may have less capacity to house big dogs because of financial or space constraints. Pets In Need rescues those that are at greatest risk for being put down and either cares for them at their shelter or places them with foster families until they are adopted.



Businesses and organizations that are interested in participating in the community partnership program may contact Shelter Operations Manager Rachel Meisels at rmeisels@petsinneed.org or 650.421.2264.

About Pets In Need

Headquartered in Redwood City, Calif., and founded in 1965, Pets In Need is Northern California's first no-kill animal shelter. The nonprofit organization rescues cats and dogs from public shelters in the Bay Area and beyond when they are in danger of being euthanized due to space or financial limitations. Pets In Need also operates the Palo Alto animal shelter, a no-kill public animal shelter serving Palo Alto, Los Altos and Los Altos Hills, and serves thousands of children and adults in the Bay Area by providing school outreach and humane education programs. Pets In Need has consistently earned a four-star rating by Charity Navigator and its medical operation is accredited by the American Animal Hospital Association, a distinction given to fewer than 15 percent of veterinary clinics in the United States. To learn more about Pets In Need visit www.petsinneed.org

###