



**HUMANE
SOCIETY**
OF BOULDER VALLEY



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UNIQUE COLLABORATION SAVES PETS IN WESTMINSTER

PetSmart Charities[®], Humane Society of Boulder Valley to open pet adoption center

(PHOENIX) – As many as 1,300 dogs and cats in Westminster, Colo. will be saved every year, thanks to a partnership between Humane Society of Boulder Valley (HSBV) and nonprofit PetSmart Charities, Inc. The two have teamed up with support from PetSmart, Inc. to open a pet adoption center inside the PetSmart[®] store in Westminster, Colo.

JOIN US FOR THE GRAND OPENING CELEBRATION

- Saturday, July 23, 2011
- PetSmart store, 10460 Town Center Dr., Westminster
- 10 a.m.: Festivities begin with presentations and a ribbon cutting. Shelter tours and adoptions will continue throughout the day.
- Presenters include Humane Society of Boulder Valley CEO Lisa Pedersen, HSBV Board President Bruce Joss, Executive Director of PetSmart Charities, Inc. Susana Della Maddalena, Executive Chairman of PetSmart, Inc. Phil Francis.

This event is free - everyone is welcome!

PetSmart Charities is funding 100 percent of the build-out costs for the new center, which will occupy about 2,000 square feet of space that is being converted inside the store. The PetSmart store is not charging the Humane Society of Boulder Valley any rent.

The Humane Society of Boulder Valley will staff the enhanced adoption center, which will house more than 40 dogs, cats, puppies and kittens available for adoption at a time. Pets will live at the center until they're adopted, so they won't need to be transported between the store and the Humane Society of Boulder Valley's shelters. Not only does the new center free up kennel space at the main shelter location, but it also allows the Humane Society of Boulder Valley to serve the surrounding region by providing animals available for adoption in a pet-friendly venue. About 25 pets are expected to be adopted from the new adoption center location every week.

"These enhanced adoption centers are proving to be a very successful way to find even more pets the homes they deserve," said Susana Della Maddalena, vice president and executive director of nonprofit PetSmart Charities, Inc. "By collaborating with strong organizations like the Humane Society of Boulder Valley, we are able to promote pet adoptions and reduce euthanasia in local communities."

This enhanced adoption center is part of a nationwide initiative from PetSmart Charities with the goal of saving more homeless pets. Since May 2010, PetSmart Charities has opened similar adoption centers in Fort Worth, Texas; Yuma, Ariz.; Scottsdale, Ariz.; Dover, Del. and Green Bay, Wis. Every year, about 8 million pets end up in shelters across the United States; tragically, 4 million are euthanized because they are not adopted.

- More -

“We are very excited to partner with PetSmart to open our new adoption center in its Westminster store,” said Lisa Pedersen, CEO of Humane Society of Boulder Valley. “The new adoption center will allow us to be an even stronger pet resource for our communities and will enable us to save more lives.”

About the Facility:

The adoption center will be open seven days a week during the store’s operating hours. Amenities include:

- Kennels for adult dogs, puppies and small dogs
- Cat adoption center
- Play areas for dogs awaiting adoption
- Meet-and-greet areas for prospective adopters and their families to get acquainted with the pet(s) they want to take home

ABOUT HUMANE SOCIETY OF BOULDER VALLEY

The Humane Society of Boulder Valley is a community supported, open-door facility that provides shelter, medical care and behavioral rehabilitation to more than 9,000 animals each year. Since its inception in 1902, the shelter has become one of the most recognized nonprofit organizations in the community and a national leader in animal welfare. It is the mission of the Humane Society of Boulder Valley to protect and enhance the lives of companion animals by promoting healthy relationships between pets and people. Learn more at www.boulderhumane.org or call 303-442-4030.

ABOUT PETSMART CHARITIES®

Established in 1994, PetSmart Charities, Inc. is an independent, nonprofit 501(c)(3) organization that creates and supports programs that save the lives of homeless pets, raise awareness of companion animal welfare issues and promote healthy relationships between people and pets. The largest funder of animal-welfare efforts in North America, PetSmart Charities has provided more than \$134 million in grants and programs benefiting animal-welfare organizations and has helped save the lives of more than 4.5 million pets through its in-store adoption program. To learn more about how PetSmart Charities is working toward its vision of a lifelong, loving home for every pet, visit petsmartcharities.org or call 1-800-423-PETS.

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