

## Pet Rescue Rally Reaches Across U.S.

**Events scheduled nationwide to promote animal adoption and pet rescue groups.**

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Trainer Melissa Heeter and her rescue dog, Viola, will be a part of the Purina Pro Plan Rally Across America. Don't miss an opportunity this Sunday, June 6, to enjoy the Purina Pro Plan Rally Across America, which brings the national road tour to Irvine, in Southern California.

The tour will be part of the Irvine Animal Care Center's fourth annual Orange County Super Pet Adoption event on Sunday, June 6 from 9:30 a.m. to 5 p.m. at 6443 Oak Canyon Road, Irvine. More than 72 pet rescue groups and shelters will bring more than 800 homeless dogs, cats, rabbits, birds and small mammals for adoption.

The grassroots Purina tour is visiting eight cities to promote rescue events nationwide. The goal? Reach a total of 400,000 pet adoptions by year end, building on the current total of 314,000 adoptions since the program's inception in 2005.

The tour supports smaller pet rescue organizations, which help place nearly 500,000 dogs and cats in homes each year, but often don't receive the attention or funding they desperately need.

"The goal of the Rally Across America tour is not only to raise awareness and funding for local pet rescue organizations, but also to educate pet lovers on all the ways they can help pets in need," says Heather Gettys, senior brand manager of Purina Pro Plan. "Many people think the only way you can help a pet is by adoption, but there are other ways pet lovers can help. For example, a few hours volunteering with a local rescue group can make a big difference as many of these small groups depend on their volunteers to help feed and bathe pets, clean cages, launder blankets and keep the grounds clean."

At the rally stops, local residents will have the opportunity to learn more about pet rescue and adopt dogs and cats from local rescue organizations. In addition, event goers will receive training tips from Purina Pro Plan trainer Melissa Heeter and her rescue dog, Viola.

"When looking for a furry addition to their family, some potential pet owners feel reluctant about adopting a rescue pet out of concern they were given up because of behavioral problems or that they may have been abused," Heeter says. "But that's not the case with many rescue pets and the truth is, just like any other pet, they can be a loving, wonderful, lifelong companion. Often it just takes a little training and patience for rescue pets to feel more at ease with their new environment."

So if you are in the Irvine, California area this Sunday come out for this fun event, learn dog-training tips and help support a great rescue program.

In addition to adoptions, the event will also feature kid's games, dog contests, live music, a silent auction to benefit the Irvine Animal Care Center, demonstrations by leading pet experts, refreshments and pet photos by the Pawtographer.

"Ask the Vet" and "Ask the Trainer" booths will be available to offer potential pet owners free expert advice on pet medical and behavioral issues, while celebrity guest Snoopy from Knott's Berry Farm will be on hand to welcome visitors.



Admission is only \$1 for adults and free for children 17 and under. To view a list of participating rescues, shelters and exhibitors, and to see a detailed schedule of events, visit [IrvineShelter.org](http://IrvineShelter.org) or call 949-724-7740.

Can't make it to this event? Catch the tour as it visits your area. Other stops include: Cardiff Dog Days of Summer, Cardiff, Calif., Aug. 14      Because Your Dog is Worth it, Too Day, Cranberry, N.J., Aug. 21      Taste of Colorado, Denver, Colo., Sept. 4-6      St. Louis Pet Expo, St. Louis, Mo., Oct. 23

To get more details, find a pet rescue event near you, or to get your rescue organization involved, visit [www.rallytorescue.org](http://www.rallytorescue.org)