

## FOR IMMEDIATE RELEASE

Contact: Ann Keeling or Clare Whitaker

513-381-3248

[ann@crstofolikeeling.com](mailto:ann@crstofolikeeling.com)

[clare@crstofolikeeling.com](mailto:clare@crstofolikeeling.com)

### **3<sup>RD</sup> ANNUAL MY FURRY VALENTINE PET ADOPTION EVENT TO BE HELD FEBRUARY 15<sup>TH</sup> & 16<sup>TH</sup>**

*Hundreds of Animals Onsite Waiting to Be Adopted!*

**West Chester, OH (January 22, 2014)** – My Furry Valentine (MFV), the Tri-State's largest pet adoption event, will be held at FLEXI USA in West Chester, Ohio on Saturday, February 15<sup>th</sup> from 11:00 a.m. to 7:00 p.m. and Sunday, February 16<sup>th</sup> from 10:00 a.m. to 4:00 p.m. This mega-adoption event finds homes for hundreds of adoptable pets each year by bringing together animal rescues and shelters to showcase adoptable pets to potential pet owners at one location during the Valentine's Day weekend. In the last two years the event has found homes for more than 750 animals.

MFV, a two-day event, is anticipating hosting 5,000 visitors and has a goal of finding homes for more than 550 animals. "The event was created in 2012 to help reduce the more than 33,000 homeless pets that are euthanized in Greater Cincinnati each year," said Event Creator, Carolyn Evans. "My Furry Valentine is committed to raising awareness of adoptable pets in our community and to help them find loving homes," says Evans. In addition to adoptable pets, the event features: family friendly games, face painting, arts & crafts, a rescued farm animal petting zoo, and a variety of pet vendors. Parking and admission are free. Pet adoption fees and applications vary. All pet adopters will receive: a professional photo of their new pet, goody bag overflowing with free pet supplies, toys, treats, coupons, an Alcott adventure leash and collar set, and 1 large bag of IAMS pet food. Raffle and door prizes will also be awarded to event attendees.

This year IAMS, one of the event Top Dog sponsors, will donate more than 40 tons of pet food to MFV participating animal welfare organizations, based on the annual pet adoption rates of the organizations. "IAMS is proud to partner with MFV to help build awareness to the importance of pet adoptions and find homes for homeless pets," says IAMS External Relations Coordinator, Julie Franklin. "IAMS is committed to feeding 5 million meals to pets in need through our IAMS Bowls of Love program. We feel that shelter animals fed premium nutrition, like IAMS pet food, become more adoptable," said Franklin.

The event is proudly hosted by Alcott, a brand new collection of adventure gear for thrill seekers and their thrill sniffers, and phoDOGrapher, Cincinnati's premier pet photographer. 94.9 Cincinnati's Best Mix is a Top Dog sponsor along with IAMS Pet Foods, with additional sponsorships from Anderson Township Family Pet Center, Camp Bow Wow, Paw Joggers, The Pet Spot and United Pet Fund. Sponsorship opportunities are still available. For more information,

visit <http://www.myfurryvalentine.com/get-involved/> or contact My Furry Valentine Event Organizer, Carolyn Evans at [carolyn@phoDOGrapher.com](mailto:carolyn@phoDOGrapher.com). For a list of participating organizations, please visit: <http://www.myfurryvalentine.com/participating-groups/>.

**About My Furry Valentine**

Founded in 2012, My Furry Valentine is a milestone for the Cincinnati animal rescue community. The event brings together potential pet owners and adoptable dogs, cats, puppies, kittens, and other pocket pets. The annual gathering has found homes for over 750 pets. My Furry Valentine is focused on spreading the word that pets in local shelters/rescues are wonderful pets and that shelters/rescues should be the first place potential adopters look when finding their new best friends. Visit [www.myfurryvalentine.com](http://www.myfurryvalentine.com) for more information.

###