



FOR IMMEDIATE RELEASE

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My Furry Valentine Mega-Pet Adoption Event Returns to Cincinnati

CINCINNATI, OH – My Furry Valentine, Cincinnati's largest pet adoption event, returns to the Sharonville Convention Center for its 13th year! The event will be held Saturday, Feb. 17th & Sunday, Feb. 18th, with general admission both days from 12 p.m. to 5 p.m., and special Early Bird Hours on Saturday from 10 a.m. to 12 p.m. The mega-pet adoption event finds homes for hundreds of pets each year with dozens of animal shelters and rescue groups bringing nearly 1,000 adoptable pets under one roof to connect those in need of a home with families wanting to give them one. Dozens of additional satellite locations around the city will feature hundreds more adoptable pets for the event during the Official "Pet Adoption Weekend in the City of Cincinnati".

Because only about 4 million of the estimated 6.3 million dogs and cats entering shelters each year leave the shelter with a family of their own, and nearly 1 million animals lose their lives in our nation's shelters each year, My Furry Valentine offers a positive alternative to purchasing a pet from a store, breeder, or online platform. Driven by a mission to significantly reduce the number of pets euthanized in shelters- the #1 cause of untimely death for our nation's healthy dogs and cats - My Furry Valentine has found homes for nearly 7,900 pets since its inception.

This year's event is hosted by phoDOGrapher, and is powered by the Give Them Ten Movement and Petco Love + BOBS® from Skechers®, and receives additional partnership from the Cincinnati Reds, United Dairy Farmers, Kroger, PetSuites, CityBeat, Mix 94.9, Q102 and B105. It will feature nearly 1,000 adoptable pets under one roof at the Main Event in Sharonville. Every pet adopted will go home with a free Swag Bag full of goodies for pets and their pet parents. Visitors can enter for a chance to win hourly raffle prizes throughout the weekend.

General Admission tickets are \$5/person and interested attendees can purchase Early Bird advance entry to meet adoptable pets before the main event opens to the general public Saturday. \$25 Early Bird Tickets are limited and can be purchased at the door and in advance at <http://tinyurl.com/MFV-2024-TIX>, while supplies last. Those unable to attend the Main Event at Sharonville Convention Center can visit any of our dozen other satellite locations throughout Greater Cincinnati, listed on our website under Animal Groups.

For additional information regarding My Furry Valentine, visit myfurryvalentine.com or contact us at eventmanager@myfurryvalentine.com.

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About My Furry Valentine

Founded in 2012, My Furry Valentine, a 501(c) 3 nonprofit organization, is a milestone for the Cincinnati animal rescue community. The event brings together potential pet owners and adoptable dogs, cats, puppies, kittens and other small animals. The annual gathering has found homes for nearly 8,000 animals since inception. My Furry Valentine is focused on spreading the word that companion animals in local shelters/rescues make wonderful pets and that shelters/rescues should be the first place potential adopters look to find their new best friend. Visit myfurryvalentine.com for more information.

About Give Them Ten

The Give Them Ten Movement is pioneering a better world for cats by changing the way people think about and interact with cats. We have a different approach. We change long-term behavior by leveraging emotions to shift perceptions, build collaborative and informed approaches to get the most out of often scarce resources and aim to influence the national conversation around cat welfare. Our core movement is now in 23 counties in Southeast Ohio, Northern Kentucky and Southeast Indiana and we have movement members active in 11 states. The Give Them Ten Movement, together with our members and advocates, has saved thousands of cats' lives. To learn more, visit givethemten.org.

About Petco Love

Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing \$375 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.75 million pets in partnership with Petco and organizations nationwide. Our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Join us. Visit petcolove.org or follow on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.

About SKECHERS U.S.A., Inc.

Skechers U.S.A., Inc. (NYSE:SKX), a Fortune 500® company based in Southern California, designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. Collections from The Comfort Technology Company® are available in 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and approximately 5,170 Company- and third-party-owned physical retail stores. The Company manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#) and [TikTok](#).

About BOBS® from Skechers®

BOBS from Skechers' charitable collection of shoes, apparel and accessories have improved animals' lives: over the past eight years, Skechers has contributed more than \$10.7 million to help over 2 million shelter pets, including saving more than 1.5 million rescued animals in the United States, Canada, United Kingdom and Japan. It all started in 2011, when Skechers launched a movement to support children impacted by natural disasters and poverty – a cause that has helped the Company donate more than 16 million new pairs of shoes to kids in more than 60 countries worldwide. To learn more about BOBS from Skechers' commitment to making a difference, visit BOBSfromSkechers.com and follow the brand on [Facebook](#) and [Instagram](#).