



Tom and Annette Lantos Center for Compassion
1450 Rollins Road, Burlingame, CA 94010-2307
650-340-7022 • 650-685-8428 fax • www.PHS-SPCA.org

FOR IMMEDIATE RELEASE

April 17, 2017

There's Room in Your Life For a Chihuahua Adoption Promotion *Peninsula Humane Society & SPCA waiving adoption fees for Chihuahuas and Chihuahuas mixes for two weeks*

BURLINGAME, CA. – Starting April 17 and through April 30th, the Peninsula Humane Society & SPCA (PHS/SPCA) will be waiving all adoption fees for Chihuahuas and Chihuahua mixes aged six months and older as part of an adoption campaign to encourage people to adopt these petite sized dogs.

Local pet photographer Mark Rogers donated his time and images to help promote the adoption campaign. "Mark Rogers is such a talented photographer and we are delighted he has donated his work to help Chihuahuas at the Peninsula Humane Society & SPCA find new homes," said PHS/SPCA Communications Manager Buffy Martin Tarbox. "Mark's images are fun, creative and remind people that Chihuahuas can be the perfect pet."

Along with the donation of Mark Roger's photography, Strategic Insights, a marketing firm based in Wake Forest, North Carolina provided a marketing plan pro bono to PHS/SPCA. "Bill Cokas of Strategic Insights worked up a superb marketing plan for us including billboards, promotional materials and social media to help us get the word out about adopting these wonderful pets," according to Tarbox.

Mike Harvey Honda dealership of Burlingame has donated free advertising space on their electronic billboard for the There's Room In Your Life For a Chihuahua campaign.

The promotional campaign includes the waiving of all adoption fees from April 17-30 on Chihuahuas and Chihuahua mixes six months or older. Adoption fees are normally \$120. All dogs will be spayed or neutered, fully vaccinated and microchipped before adoption.

PHS/SPCA has seen an increase in Chihuahuas coming into the shelter. "For a while these cute little dogs were popular among celebrities and everyone wanted a Chihuahua. Sadly many have been abandoned or surrendered through no fault of their own," said Tarbox. "But Chihuahuas can make an excellent pet for many people, including those living in an apartment since they require less space than a larger dog."

To see a sampling of some of the available Chihuahuas and other pets at PHS/SPCA visit <https://www.peninsulahumanesociety.org/adopt/dog.html>

Adoptable pets are available at PHS/SPCA Tom and Annette Lantos Center for Compassion, 1450 Rollins Road, Burlingame. The shelter is open for adoptions 11 a.m. to 7 p.m. Monday through Friday, and 11 a.m. to 6 p.m. on weekends.

Potential adopters should arrive at least an hour before closing time to complete an adoption. For directions and information, call 650-340-7022 or visit www.phs-spca.org.

About Peninsula Humane Society & SPCA

Peninsula Humane Society & SPCA is a private, open-door, not-for-profit animal welfare organization. Primary programs include animal adoptions; animal rescue and sheltering, including specialty care for domestic animals with medical and/or behavioral challenges; wildlife rehabilitation; animal cruelty investigation; community outreach and education; low-cost spay/neuter; and obedience classes. This vital work is made possible by volunteers and donations. PHS/SPCA receives no funding from national animal



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welfare organizations. Visit www.phs-sPCA.org to learn about all PHS/SPCA's programs and services, ways to help the animals and special events.

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