

FOR IMMEDIATE RELEASE

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National Valentine's weekend adoption promotion lets people skip fancy pet store prices to find 'The One' at low cost adoption fees

Whether it's falling in love, landing the best job ever, or finding your dream home, you just know when it's right. The same is true for finding the dog or cat who changes your life forever. The sensation is unmistakable: "I've found 'The One.'" You can't put your finger on it, but it's so real you can't ignore it.

This Valentine's Day weekend, national animal welfare organization Best Friends Animal Society and some 114 animal rescue groups and shelters in 39 states*, from Alabama to Wyoming, will encourage gift-givers to bypass pet stores and online pet retailers to adopt "[The One](#)" they're looking for at a low adoption fee of just \$14.

Elizabeth Oreck, national manager, for Best Friends Animal Society's puppy mill initiatives, says that contrary to what many people have been led to believe, fancy papers and expensive price tags don't make for great pets. The right cats or dogs do.

"Right now, we have amazing pets, including puppies, kittens, purebreds and mixed breeds of all types in shelters all over the country just waiting to be adopted," Oreck said. "And for the amazing adoption fee of just \$14, we hope people will reconsider adoption before purchasing a pet."

Oreck points out that most people aren't aware that nearly all pet stores and online sellers in the USA are supplied by the 10,000 or so puppy and kitten mills, large commercial breeding operations. The same is true of online suppliers.

"So if you're looking for a healthy and loving new dog, cat, puppy, or kitten, your local animal rescue group, animal shelter or Best Friends is the place to go," said Oreck

Best Friends reminds those who want purebred dogs that nearly 25 percent of pets in shelters are purebreds. That makes it possible to find nearly any type of pet can be found through a shelter or rescue group, leaving no reason to turn to puppy mill-supplied retailers.

And by simply choosing to adopt, rather than purchase, people can save the lives of shelter pets in danger of being killed simply because they are homeless.

"If you're looking for a pet, skip the pet store and adopt "The One" who's right for you," reminds Oreck.

Shelters and rescues will be offering \$14 all Valentine's Day Weekend long, from February 14 through 16. Some groups will even be extending the promotion or offering additional discounted adoption fees beyond the weekend. Details about adoption promotions offered include:

- **[Best Friends Animal Sanctuary](#)**: February 14 through 28, \$14 adoption fees for the first 14 dogs and cats adopted from Sanctuary in Kanab, Utah, plus free shipping anywhere in the United States
- **[Los Angeles](#)**: February 14 through 17, \$14 adoption fees at the Best Friends Pet Adoption Center in Mission Hills and the NKLA Pet Adoption Center in Los Angeles. The \$14 promotion extends February 18 through 23 for cats only.
- **[Salt Lake City](#)**: February 14 through 16, \$14 adoption fees at the Best Friends Pet Adoption Center in Sugarhouse, Salt Lake City, Utah. Starting February 17 through 28, discounted adoption fees continue at \$75 for dogs and \$25 for cats.
- **[Nationwide](#)**: February 14 through 16, \$14 adoption fees for select pets from more than 75 participating Best Friends Network Partners throughout the country.
*For full list of states and participating groups, see this [link](#).

Those not ready to adopt or have already found their “One” are encouraged to help spread the adoption message with long sleeve adoption t-shirts, available in the [Best Friends online store](#).

For more information about “The One” adoption promotion, please visit bestfriends.org/promo.

About Best Friends Animal Society®

[Best Friends Animal Society](#) is the only national animal welfare organization focused exclusively on ending the killing of dogs and cats in America's shelters. An authority and leader in the no-kill movement since its founding in 1984, Best Friends runs the nation's largest no-kill sanctuary for companion animals, as well as life-saving programs in partnership with rescue groups and shelters across the country. Since its founding, Best Friends has helped reduce the number of animals killed in shelters from 17 million per year to 4 million. Best Friends has the knowledge, technical expertise and on-the-ground network to end the killing and Save Them All®.

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