



Contact: Kate McFall
Animal Shelter Foundation President
(850) 508-1001

FOR IMMEDIATE RELEASE

STRAY ANIMALS FIND HOMES

TALLAHASSEE, Fla.--There are homeless animals in every community across the United States. They are helpless animals who deserve attention and care. For this reason, the Animal Shelter Foundation was created. It is a volunteer-based organization founded in April 2007 that was established to serve and assist those in the care of the Animal Service Center in Tallahassee.

“The Animal Service Center has a staff and support from the city, but they have a limited budget as all city entities do,” said Kate McFall, president of ASF. “This enables ASF to conduct special surgeries, any medical care or any of our programs that they wouldn’t have the resources to do,” she said.

The 60-member non-profit organization offers several programs that provide veterinary care. Because of the lack of medical supplies at the shelter the “Vet-Visit” program makes sure animals that need medical care get the proper treatment at a nearby vet. “Heartworm Help” is an initiative that ensures dogs with heartworms, who are adopted, will receive assistance with the cost of heartworm treatment. This gives them a better chance to be adopted. “Doggy Manners,” a free 8-week behavior training course for any dog that is adopted from the shelter and “Adoption Folder,” an educational tool for adopters, are new initiatives the organization are excited to implement.

McFall, a pet owner, supports adoption from local shelters. She thinks it’s essential for pet parents to spay and neuter their four-legged companions. “It is awful to euthanize so many animals and having so many animals homeless, but it’s fixable,” McFall said.

For more information or to volunteer with ASF, visit www.tallyasf.org.

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Leon County Animal Shelter Foundation Fact Sheet

- The Leon County Animal Shelter Foundation was established in April 2007.
- ASF is located in Tallahassee, Fla.
- Kate McFall, Heather Smith and Diana Patterson are the founders of the organization.
- There are 12 board members and 60 members affiliated with the organization who desire to make a difference in the lives of homeless animals.
- ASF is designated as a 501(c)3 organization that provides services for homeless animals.
- Tallahassee Animal Shelter takes in over 10,000 animals each year.
- ASF works with the Shelter to provide veterinary care beyond the Shelter's resources or ability.
- "Vet Visit," "Doggy Manners," "Heartworm Help," "Animal Birth Control," "Adoption Folder" represent some of the initiatives of ASF.
- ASF educates the community on responsible pet ownership and the management of pet overpopulation.

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November 9, 2009

TaMaryn Waters
Tallahassee Democrat Staff Writer
277 N. Magnolia Drive
Tallahassee, FL 32301

Dear Ms Waters:

Brandy enjoys spending time with Maddox and Gigi at the pool. They splash around and play with their pool toys. Maddox and Gigi aren't children—they're dogs.

The Animal Shelter Foundation, in conjunction with the Trousdell Aquatics Center, will be hosting their 4th Annual *Puppies in the Pool*, sponsored by the City of Tallahassee Parks Recreation and Neighborhood Affairs Department, on November 14 and 15th. This two day event gives dogs of all sizes, 6 months and older, the chance to enjoy a day at the pool. All dogs have to be spayed or neutered with updated health information before participating.

I think *Puppies in the Pool* is a unique story that would be great for the Tallahassee Democrat. There are a huge amount of pet owners in the city that are not aware of this annual event.

Entry fees are \$3.50 per person and \$3.50 per dog. Also available are \$5.00 dog washes, which will ensure participants are clean after leaving the pool. All proceeds will benefit the Animal Shelter Foundation.

We would need to know soon if you're interested. We can also help with arranging interviews with staff members, or anyone else who works with the Animal Shelter Foundation. Please let me know how we can help. My direct phone line is 850-528-8708.

I will send an email Wednesday November 11 to see how I can be of service on a potential story on *Puppies in the Pool*. Thank you for your time and consideration.

Sincerely,
Natasha Graddick
Animal Shelter Foundation Volunteer



RABIES CLINIC SPEECH

Good Morning! Thank you for coming to the Rabies Clinic sponsored by the Animal Shelter Foundation. This clinic will provide you with information about Rabies and the importance of your animals being vaccinated.

My name is Kate McFall and I am the President of the Animal Shelter Foundation. The Animal Shelter Foundation is a non-profit organization that provides support to the homeless animals in the care of the Tallahassee Animal Service Center.

Each year, the Animal Service Center takes in over 10,000 animals. Officially incorporated in the summer of 2007, we were founded by a small group of shelter volunteers and local animal lovers who wanted to provide direct support to shelter animals as well as actively educate the community about pet overpopulation. We work with the Leon Community Animal Service Center to provide veterinary care beyond their resources or ability, to aggressively promote spay and neuter, and to encourage responsible pet ownership.

The purpose of this clinic is to bring awareness to the community about rabies and how it can affect your animal and you. We want your animals to live long healthy lives and we encourage you to get them vaccinated.

The vouchers will be distributed primarily through city and county animal control officers who will identify unaltered animals in low-income areas of the community and

contact owners to provide them with the vouchers and other educational information about spay and neuter.

Tallahassee was the recipient of a \$15,000 grant from the Florida Animal Friend Spay and Neuter License Plate program. The grant will fund 200 spay and neuter surgery vouchers for pets of low-income residents in the Tallahassee community and will assist in combating pet overpopulation and decreasing the euthanasia of homeless animals.

Vouchers will also be available at the low cost rabies vaccination clinics today. The spay and neuter surgeries will be performed by participating area vets who have agreed to discount their services in order to help decrease unwanted animal births.

To be more informed become a member with ASF. Complete a membership form, which is posted on our website, tallyasf.org. By becoming a member, you can help make a difference in the lives of homeless pets in Tallahassee and Leon County. Next month we will have our annual event "Puppies in the Pool." All dogs over 6 months with updated health information are invited to participate.

Before the speakers inform you about the importance of rabies vaccinations, I would like to recognize the founders and board members of ASF. These people played a role in developing the different initiatives: Vet-Visit, Heartworm Help, Doggy Manners and Adoption Folder.

Again, thank you so much for taking the time to learn why it is so important to keep our animals healthy.



Rabies Clinic Speaker's Bureau List

Below is a list of speakers available to discuss the importance of animals getting rabies vaccinations:

Speaker: Diane Gagliano

Education: Bachelor's degree in Radio and Television Broadcasting from UCF

Work Experience: Diane Gagliano is the Program Coordinator for Seminole County Animal Services. There she oversees the volunteer program, the foster care program, events and education programs.

Diane has more than 15 years experience working with animals, mainly dogs, where she continues to coordinate Rhodesian Ridgeback Rescue in both Florida and Georgia. She is a member of Toastmasters International where she recently completed her Competent Communicator Series.

She has a great love of animals and passion for her job. She wants to find homes for as many adoptable animals as possible and educate as many people on becoming Responsible Pet Owners as she can.

Speaker: Julie K. Levy

Education: Received her DMV from the University of California at Davis

Work Experience: Julie K. Levy is currently a professor in Maddie's Shelter Medicine Program in the College of Veterinary Medicine at the University of Florida. Dr. Levy's research and clinical interests center on feline infectious diseases, neonatal kitten health, humane alternatives for population control, and immunocontraceptive vaccines for cats.

She is the founder of Catnip, a university based feral cat spay and neuter program that have sterilized more than 40,000 cats since 1994.



Discussion topics for blog:
<http://animalshelterfoundation.blogspot.com>

- **“Let’s get these animals adopted”**

This topic of discussion will help potential pet owners understand the reasons for adopting from a local shelter. Reasons such as not knowing what type of breed the animal is or the age can prevent potential pet owners from adopting.

Question: Would you adopt animal from your local shelter? Why or why not?

- **“Keep the strays away”**

This topic of discussion will inform the public on the increasing amount of stray animals in the city of Tallahassee and facilitate discussion on the importance of spaying and neutering to decrease the amount of animal reproduction.

Question: What can be done to encourage pet parents to spay and neuter their animals?

- **“Money should grow on trees”**

This topic of discussion will allow readers to think of creative ways to raise money for the organization. Some examples of popular fundraisers are Puppies in the Pool and Animal Angel Tree.

Question: What are some ways ASF can raise money for the animals?



PUPPIES PLAYDATE AT THE POOL

Natasha Graddick

Laura enjoys spending time with Isis and Bits at the pool. They splash around and play with their pool toys. Isis and Bits aren't children—they're dogs.

The Animal Shelter Foundation, in conjunction with the Trousdell Aquatics Center, hosted their 4th Annual *Puppies in the Pool*, sponsored by the City of Tallahassee Parks Recreation and Neighborhood Affairs Department, on November 14 and 15th.

Laura Grogan is no stranger to *Puppies in the Pool*. This is her second time participating in the annual event. "Every year I look forward to taking them to this event and they enjoy it," said Grogan. "Isis and Bits get a chance to spend time with other dogs."

Kate MacFall, Tallahassee Animal Shelter Foundation president, also looks forward to this event to help raise funds for the organization. MacFall is a co-founder of ASF, which was established in the spring of 2007. The organization was created to provide services for homeless animals.

"We are so excited with the amount of people who show support each year. This year, we had more than 100 participants, said MacFall. "Puppies in the Pool is one of our biggest events and we want it to continue to grow."

With so many pet owners in the city , many of them are unaware of this annual event. This two day event gives dogs of all sizes, 6 months and older, the chance to enjoy a day at the pool. All dogs have to be spayed or neutered with updated health information before participating.

Entry fees are \$3.50 per person and \$3.50 per dog. Also available are \$5.00 dog washes, which will ensure participants are clean after leaving the pool. All proceeds will benefit the Animal Shelter Foundation.

For more information on Puppies in the Pool visit www.talgov.com/animals/index.cfm.or call 850-891-2950. For future events and information on the Animal Shelter Foundation visit www.tallyasf.org.



CALL TO ACTION

ASF Volunteers seek to decrease pet population

The whimper of sick animals are being lost in the noisy spay and neuter debate. Pet parents have made several excuses for not spaying or neutering their animals. What they fail to realize are the dangers that come with being careless. Animals are at a greater risk for health scares if they are not “fixed.”

The American Society for the Prevention of Cruelty to Animals (ASPCA), an organization founded on the belief that animals are entitled to kind and respectful treatment at the hands of humans, and must be protected under the law, have 10 reasons why pet owners should spay and neuter.

Animal Shelter Foundation volunteers support pet parents who give their animals the opportunity to increase their lifespan by providing them with:

- A healthier life by preventing diseases such as testicular cancer, uterine infections and breast cancer;
- Good behavior skills and the chance to bond with their human families; and
- Less treatment that has to be taken if they aren't spayed or neutered.

Take our advice and help keep our canine companions happy by getting them spayed or neutered. Call your veterinarian or local shelter today!



ASF Web site critique:

- Opening page should be an opening with a picture of ASF.
- The layout should be readable; words shouldn't go through the middle of pictures.
- There should be a photo gallery for events
- Being a member should bring incentives. Members should have their own tab, which will contain a password.
- Initiatives should have their own tab
- "Who We've Helped" should replace "What We're Doing"
- There should be a link to the blog
- Contact information from the President and Vice President should be provided, as well as a mailing address.