



## **ATLANTA PET RESCUE & ADOPTION**

### **FOR IMMEDIATE RELEASE**

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*Dog Days of Summer ad campaign will ask customers to "Save Money And Help Save A Life."*

**Atlanta, GA** – Atlanta Pet Rescue & Adoption is proud to announce a partnership with Atlanta Classic Cars in a summer promotion called *Dog Days of Summer*. Now through Sept. 29, 2007, for every car purchased or leased at Atlanta Classic Cars, they will make a donation to Atlanta Pet Rescue & Adoption, to help a stray dog or cat find a home for life. Their goal is to help spay or neuter 600 or more dogs and cats by the end of September.

Every year in Atlanta, approximately 70% of the dogs and cats that enter Atlanta area animal control facilities must be killed. There simply isn't enough space to hold them. In order to make these stray animals more attractive for adoption, they must be spayed or neutered. Spaying and neutering reduces the amount of unwanted animals being killed each day by overcrowded shelters.

The employees at Atlanta Classic Cars in Duluth, Georgia, want to help. They have been developing this program since mid-June and felt it was one they could support and take ownership of. It was also a natural fit, as a large percentage Atlanta Classic Cars' employees and customers are pet owners who often bring their pet to the dealership.

Atlanta Classic Cars has pledged to make a donation for every new and pre-owned Mercedes-Benz they sell during the months of August and September to the following animal rescue organizations: Society of Humane Friends, Atlanta Pet Rescue & Adoption, and Fur Kids. Donations will be used to spay or neuter shelter animals, making them much more desirable for adoption.

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