

Media Contact:

Jessica Perrin
Manager of Digital Communications
East Bay SPCA
jperrin@eastbayspca.org
510-563-4605



Celebrate March 17 this year by bringing home a modern day saint
East Bay SPCA St. Pittie's Day promotion encourages adoption of pit bull mixes

OAKLAND, Calif., March 17, 2016 – From the Little Rascals' friend Petey to two presidents, one four-star general and numerous movie stars, the Pit bull has been Americans' guardian and companion of choice for decades. Only in the last twenty years or so have they gained the fierce reputation that often leaves them waiting for forever homes at local shelters. On March 16-20, the [East Bay SPCA](#) celebrates these sturdy canine companions with a \$17 special adoption price for all pit bulls and pit bull mixes.

Presidents Theodore Roosevelt and Woodrow Wilson, General George Patton, Fred Astaire, Mel Brooks, Mary Tyler Moore, Michael J. Fox, Brad Pitt, Orlando Bloom, Serena Williams, Tom Brady and Gisele Bündchen are just a few celebrities who own or have owned a pit bull.

"We see the breed often in popular media, and they represent a sizable portion of dogs coming in to animal shelters nationwide and a quarter of the dogs who come to our shelters," said East Bay SPCA President and CEO Allison Lindquist. "The more we can dispel myths about behavior of the breed vs. poor ownership practices, the more likely these dogs won't languish in shelters with longer stays than other breeds."

The goal of the promotion? Find loving homes for the many pit bulls who find themselves in local shelters. If along the way, we can highlight their sweet, easily trained personalities – all the better! The St. Pittie's Day promotion aims to put the spotlight on pit bull mixes in an effort to promote them as loving pets while reducing overpopulation through spay/neuter and adoption programs.

All dogs adopted from the East Bay SPCA go home spayed or neutered, vaccinated and micro-chipped. The East Bay SPCA also sponsors a year round free spay/neuter program for Pit bulls in Alameda and Contra Costa Counties. By appointment only, please call (510) 639-7387.

"Although pit bull puppies are some of the cutest dogs around, they need to be spayed or neutered, visit a veterinarian for health check-ups, and attend behavior and training classes like other dogs" she adds. "The more we can do to encourage responsible pet ownership practices among all breeds, the less likely one breed will be overbred and stigmatized to become less adoptable."

[About the East Bay SPCA](#)

The East Bay SPCA is a 501(c) 3 nonprofit committed to the welfare of cats and dogs in Alameda and Contra Costa Counties. Established in 1874, the East Bay SPCA is one of the nation's oldest independent humane organizations and receives no funding from local, state or federal governments, or any national animal welfare organization. The mission of the East Bay SPCA is to eliminate animal cruelty, neglect and overpopulation by providing programs and education that support people and companion animals. Operating three facilities in Oakland and Dublin, the organization offers [adoption centers](#), [spay/neuter surgery centers](#) and [companion animal behavior and training classes](#). The AHAA accredited, full-service [Theodore B. Travers Family Veterinary Clinic](#), is located on the Oakland campus of the East Bay SPCA. For more information visit eastbayspca.org. Find us on [Facebook](#). Watch our video, [OAKTOWN PUP](#).