



FOR IMMEDIATE RELEASE

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****MEDIA ALERT****

**ANIMAL PLANET & EAST BAY SPCA TEAM UP
TO SCORE FREE PET ADOPTIONS ON ROAD TO PUPPY BOWL**

***-- Join Animal Planet on April 18 for Free Pet Adoption Event
Presented with Support from AT&T U-verse® --***

WHO: Animal Planet, East Bay SPCA & adorable adoptable animals

WHAT: The second annual **ROAD TO PUPPY BOWL** is an all-star adoption event to help animals of all size, shape and breed find their forever homes, for free! Those hoping to add a playful pup or furry feline to their family can join **Animal Planet** at the **East Bay SPCA** for a fun-filled event with photo ops, giveaways and overly adorable animals. And, **Oakland Animal Services** and **PAW FUND** will be bringing along some of their adoptable animals, so there will be more to love! The best part, Animal Planet is covering all adoption fees on Saturday, April 18. The event is presented with special support from AT&T U-verse,® which carries Animal Planet Channel on Channel 253 in SD/1252 in HD.

WHEN: Saturday, April 18, 2015 from 11 AM – 4 PM

WHERE: East Bay SPCA - 8323 Baldwin St, Oakland, CA 94621

HOW: Visit roadtopuppybowl.oakland.eventbrite.com to register for the event and to be eligible for the waived adoption fees.

WHY: Each year, the most anticipated sporting event featuring the cutest – and adoptable – players arrives on Animal Planet. PUPPY BOWL has led to hundreds of adoptions over the past 11 years and is a key leader in Animal Planet’s ongoing mission to highlight the importance of animal adoption and responsible pet ownership. Now, the network is bringing the joy and goodwill of the big game to communities across the country on the **ROAD TO THE PUPPY BOWL.**

****NOTE: Adoption fees covered by Animal Planet are on a first-come, first-serve basis while select animals and funds remain.***

[About Animal Planet](#)

Animal Planet, a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. Animal Planet consists of the Animal Planet television network, available in more than 94 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; Animal Planet LIVE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service, and merchandising extensions.

[About East Bay SPCA](#)

The East Bay SPCA is a 501(c) 3 nonprofit committed to the welfare of animals 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 (2) and Dublin, the organization offers adoption centers, spay/neuter surgery centers and companion animal behavior and training classes. The AAHA (American Animal Hospital Association) accredited, full-service Theodore B. Travers Family Veterinary Clinic, is located on the Oakland campus of the East Bay SPCA.

[About Oakland Animal Services](#)

Oakland Animal Services is dedicated to improving the relationship between the citizens of Oakland and its animals. Ensuring both public safety and animal welfare, OAS is responsible for responding to animal-related calls for service including helping abused, neglected, injured and abandoned animals, investigating animal bites and regulating animal-related activities within the city of Oakland.

[About PAW FUND](#)

PAW FUND is a ‘Harm Reduction Model’ – we use practical strategies to reduce negative consequences and minimize harm rather than ignoring or condemning it. PAW FUND is a simple idea: Helping people help their pets. Animal Companions mean a lot to people regardless of their economic or social situation and sometimes it’s hard to afford even the basic costs of caring for a pet. That’s where PAW (Pet and Wellness) FUND can help. PAW FUND runs free monthly vaccine and health clinics. We offer free and low-cost basic health services like spaying and neutering, and we can often help out with referrals and information, to help residents of the East Bay be better guardians to their companion animals.