



## Maddie's<sup>®</sup> Pet Adoption Days 2013

June 2013

- **Dates:** June 1 - 2, 2013
- **Total Funding:** \$6,973,000
- **Participating Organizations:** 177
- **Total Adoptions:** 8,432

### 8,432 Happy Endings at Maddie's<sup>®</sup> Pet Adoption Days 2013!



It started before dawn on the East Coast and followed the sunrise across the country: long lines of people waiting to adopt a new dog or cat at [Maddie's<sup>®</sup> Pet Adoption Days](#), the nation's largest free pet adoption event. At the end of the June 1 – 2, 2013 weekend 8,432 pets had gone to loving homes – far surpassing even the most optimistic expectations.

This was the event's fourth year, but the first time it extended outside the San Francisco Bay Area. New communities included Washoe County, NV, Dane County, WI, Alachua County, FL, and New York City – a total of 177 rescue groups and shelters at 192 locations in five states and eight communities across the nation.

“As the event unfolded, new communities were at first surprised, then shocked, and then elated by all of their adoptions,” said Maddie's<sup>®</sup> Pet Adoption Days manager, Joey Bloomfield. “Almost everyone outperformed their expectations.”



Reports of exceeded expectations started pouring in before the first day was over.

“We broke our pet adoption goal of 1,000, set a new goal of 1,500, and then broke that,” said Steve Gruber of the Mayor's Alliance for New York City's Animals, which ultimately adopted out more than 3,000 dogs and cats that weekend.

Jeanette Peters of Alachua County said the community had done 516 adoptions on Saturday alone. “That already beat our two-day goal of 300,” she said. “And we still had one day left! Amazing!”

In Dane County, WI, the Rock County Humane Society told Maddie's Fund that "for the first time we have no dogs available for adoption!"

Adopters were drawn to the adoption locations by an unprecedented wave of media attention, from the New York Times and Associated Press to local TV and radio network affiliates, blogs, Facebook pages and regional newspapers in every participating community.



Adoptions were free during the event, showing once again that this practice is proving to be an effective way to generate excitement about adoptions while still resulting in lasting matches.

"The numbers tell the story," said Maddie's Fund president Richard Avanzino. "Research done at the [University of Florida](#) as well by the [ASPCA](#) clearly shows that fee-waived adoptions are just as loving, and just as lasting, as those for which a fee is charged. And as even the possibly skeptical first-time groups learned this year, they definitely draw crowds of quality adopters."

In addition to sponsoring the event, Maddie's Fund provided adoption stipends of \$500, \$1000, or \$2,000 per adoption to each participating organization. The higher stipends are for senior pets, pets with certain health conditions or both.

"We planned on giving around \$4 million this year," said Maddie's Fund founder Dave Duffield. "It ended up being nearly \$7 million, and we couldn't be happier about it."

The breakdown by community was as follows:

- San Francisco Bay Area: 91 organizations; 3,915 adoptions; \$2,903,000 in funding
- Alachua County, FL: 7 organizations; 680 adoptions; \$517,500 in funding
- Dane County, WI: 5 organizations; 263 adoptions; \$238,000 in funding
- New York City: 71 organizations; 3,098 adoptions; \$2,905,000 in funding
- Washoe County, NV: 3 organizations; 476 adoptions; \$409,500 in funding

Here are a few of the pets who found their happily-ever-after during Maddie's<sup>®</sup> Pet Adoption Days 2013:



**Emma Lee**  
San Jose Animal Care Center  
Santa Clara County, CA

Emma Lee was San Jose Animal Care Center's last adoption of the night during Maddie's<sup>®</sup> Pet Adoption Days. Her new mom, Becky, was looking for a sweet companion to help her through her final rounds of cancer treatments after many long months of therapy. She went to a number of shelters, but did not make a love connection until she laid eyes on Emma Lee, who has also had a very hard life. They are perfect for one another, and we know they will help each other heal.



**Annie**  
Friends of Noah  
Dane County, WI

Annie, from Friends of Noah in Dane County, WI, found her forever home this past weekend as a result of Maddie's<sup>®</sup> Pet Adoption Days. She's a senior girl, around 10-12 years of age (Annie is the little silver Miniature Poodle on the left.) When the rescue group volunteer told her new adopters about Annie's physical limitations (she has a heart murmur, Friends of Noah had a dental done for her, and she has bad eyes), their reply was, "We love her anyway... At our age, we have those same issues, too!" Congratulations, Annie! You have found the perfect home!



### **Fuzzy**

Nevada Humane Society  
Washoe County, NV

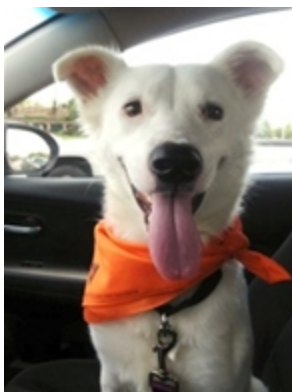
Fuzzy, from Nevada Humane Society, has a neurological disorder called cerebellar hypoplasia. Though it makes him wobbly when he moves around, he is still a happy, playful kitten. His foster family helped him grow big and strong just in time for Maddie's<sup>®</sup> Pet Adoption Days. Kyla, six years old, saw Fuzzy's picture on Facebook and fell head over heels in love. We know Fuzzy is getting lots of love in his new home with a new kitty sibling, who also has special needs.



### **Charlie**

Long Island Bulldog Rescue  
New York City, NY

Charlie lost his home during Hurricane Sandy last fall, and was looking for someone to love during Maddie's<sup>®</sup> Pet Adoption Days. Long Island Bulldog Rescue in New York City rescued him and treated Charlie for double ear infections. As the doors of Petco Union Square opened, manager Josh Axelband spotted the 5-year-old English Bulldog from across the store and it was love at first sight. Charlie was the first adoption of the weekend.



### **Trace**

Helping Hands Pet Rescue, Inc.  
Alachua County, FL

It's amazing what a difference 24 hours can make! Trace was overwhelmed during the first day of Maddie's<sup>®</sup> Pet Adoption Days - quite a hectic weekend to make her adoption debut. One of the rescue's dedicated volunteers took her home for the night, cleaned her up and worked on getting her out of her shell. It didn't take long for her to get adopted the very next day. Trace has been renamed Mila and it's very clear that her new mommy will love her forever!



## Maddie's® Pet Adoption Days Media Coverage Report

August 2013

### [Alachua County](#)

### [Dane County](#)

### [New York](#)

### [San Francisco Bay Area](#)

### [Washoe County](#)

## Alachua County

- Television: 8
- Radio: 80
- Print/on line: 5
- Total: 97

### Television

#### WCJB ABC Affiliate

- 5/31 <http://www.wcjb.com/local-news/2013/05/free-pet-adoptions-weekend>
- 6/2 <http://www.wcjb.com/local-news/2013/06/maddies-pet-adoption-days>
- 6/2 <http://www.wcjb.com/local-news/2013/06/record-breaking-adoption-event-wrapping>
- WCJB also runs a pet adoption segment several times a week during their morning news with Hilary Hynes from Animal Services. Hilary did a great job of plugging the event for four weeks prior. Here's an example: <http://www.wcjb.com/morning-edition-adopt-pet/2013/05/adopt-pet-530>
- WCJB ran the :30 Maddie's® PSA spot numerous times the week prior to the event

#### Gainesville Television Network (WNBW NBC Affiliate and WGFL CBS Affiliate)

- 5/31 Evening News 2 minute story promoting event (link not available)
- 6/3 Evening News 1 minute follow-up story (link not available)

- GTN generated extra interest by highlighting on their Facebook page that Ashley Alvarez, the reporter who covered this story, ended up attending the event and adopting a dog!  
<https://www.facebook.com/photo.php?fbid=10152429911155961&set=a.10150104598490961.307161.140372130960&type=1&theater>

## **Print**

### **Gainesville Sun (local daily)**

- The attached 2 column x 5 inch add ran four times on 5/30, 5/31, 6/1 and 6/2
- The *Sun* ran two news stories before and during the event. Both appeared on the front page of the Local section with color photos, above the fold:
- 5/29 <http://www.gainesville.com/article/20130529/ARTICLES/130529537>
- 6/1 <http://www.gainesville.com/article/20130601/ARTICLES/130609988>

### **The Independent Florida Alligator (University of Florida student-run daily)**

- 5/28 [http://www.alligator.org/news/local/article\\_5cc88acc-c750-11e2-81f0-001a4bcf887a.html](http://www.alligator.org/news/local/article_5cc88acc-c750-11e2-81f0-001a4bcf887a.html)

## **Radio**

### **Entercom (WKTK Adult Contemporary, WSKY News/Talk, WRUF Country)**

- This :30 spot ran 80 times on the three Entercom stations.  
Run schedule is copied below.
- Entercom also sent out our event flyer as an email blast to their 16,000 listeners club members two days before the event
- WKTK featured Haile's Angels Pet Rescue and Alachua County Humane Society on their "Wet Nose Wednesdays" segments the month before the event. Kirk and Amanda did a great job plugging Maddie's<sup>®</sup> Pet Adoption Days for all the partners.
- WKTK's morning drive time host, Storm Roberts, is a popular local celebrity, and he promoted Maddie's<sup>®</sup> Pet Adoption Days heavily on his personal Facebook page, generating many shares.

### **KISS-105.3 FM (Top 40)**

- Puppy Hill Farm received a \$10,000 grant from PetSmart Charities to support the Maddie's<sup>®</sup> Pet Adoption Days event. Puppy Hill used these funds to purchase radio advertising for the two partners showing at PetSmart (Puppy Hill Farm and Helping Hands Pet Rescue) the week before the event and for a three-hour live radio remote at PetSmart on 6/1. Will forward the run schedule when it is available.

## WIND FM (Classic Rock)

- Alachua County Humane Society and Operation Catnip partnered to purchase radio advertising on WIND FM three days before the event using their own funds. Will forward the run schedule when it is available.

## Dane County

- Television:14
- Radio:5
- Print:6
- Outdoor:3
- Total: 28

### Television

- 5/21 – WISC TV 3 (CBS) – 6:40 am Morning Show – <http://video.channel3000.com/watch.php?id=50026>
- 5/23 – WISC TV 3 (CBS) – 12:00 Noon Show – <http://video.channel3000.com/watch.php?id=50101>
- 5/28 – WISC TV 3 (CBS) – 6:40 am Morning Show – <http://video.channel3000.com/watch.php?id=50203>
- 5/29 – NBC 15 – 11:00 am Newscast – <http://www.nbc15.com/video?videoid=2609410>
- 5/30 – NBC 15 – 5:10 am Morning Show – <http://www.nbc15.com/video?videoid=2609410>
- 5/30 – NBC 15 – 11:00 am Newscast – <http://www.youtube.com/watch?v=cFaWYr-80Qo&feature=share&list=UU2PF4sF17cj4gqIU3Ch4c8w>
- 5/30 – WISC TV 3 (CBS) – 12:00 Noon Show – <http://video.channel3000.com/watch.php?id=50278>
- 5/31 – WKOW Ch 27 (ABC) – 5:00 pm Newscast – <http://www.wkow.com/category/135153/video-landing-page?clipId=8946511&autostart=true>
- 6/1 – WKOW Ch 27 (ABC) – 6:40 am Weekend Morning Show – <http://www.wkow.com/story/22474883/2013/06/01/maddies-pet-adoption-days-this-weekend-at-the-dane-county-humane-society>
- 6/1 – WISC TV 3 (CBS) – coverage of event
- 6/1 – WKOW Ch 27 (ABC) – coverage of event
- 6/2 – WISC TV 3 (CBS) – recap of event/final adoption numbers
- 6/2 – WKOW Ch 27 (ABC) – recap of event/final adoption numbers
- 6/4 – WISC TV 3 (CBS) – 6:40 Morning Show – quick adoption update shout out

### Radio

- 5/28 – 94.9 fm WOLX (Scott Miller in the Morning) – 7:15 am Radio Interview
- 5/29 – 105.5 fm Triple M (Jonathan and Kitty in the Morning) – 7:45 am Radio Interview

- 6/4 – 94.9 fm WOLX (Scott Miller in the Morning) – 7:15 am Radio Interview – quick adoption update

## **Newspaper Ads**

### **Wisconsin State Journal and Capital Times**

- 5/19 – B&W – ¼ page – WSJ
- 5/26 – Full Color – 1/2 Page – WSJ
- 5/29 – Full Color – 1/2 Page – Cap Times
- 5/30 – Full Color – Full Page – 77 Square

### **Janesville Gazette**

- 5/26 – Color
- 5/29 – Color

## **Radio Ads**

### **94.9 fm WOLX**

- 5/27 – 6/1

### **105.5 fm Tripl M**

- 5/27 – 6/1

## **Billboard Ads**

### **Electronic Billboard on Beltline Highway**

- 5/29 – 6/2

### **Stationary Vinyl Billboard on Beltline Highway**

- 5/30 – 6/2

### **Hilldale Shopping Center TV screens**

- 5/27 – 6/2

## **New York**

- Television: 14
- Radio: 2



- Print/Online: 53
- Total: 69

## Day-of Broadcast Coverage – Saturday June 1st

### Television

- WABC Eyewitness News anchor, Michelle Charlesworth, previewed MPAD at 7:42am.
- CBS 2 News Saturday Morning segment: Live interview with Jane Hoffman and two adoptable pets Saturday, June 1 (9:20am) ; <http://newyork.cbslocal.com/video/8948443-maddies-adoption-day-the-largest-free-pet-adoption-event-in-the-nation/>
- NY1 previewed MPAD at 10:15am
- NY1 News was on site to cover the event; interviewed Steve Gruber; this segment ran in the news loop on Saturday & Sunday beginning on Saturday afternoon; <http://www.ny1.com/content/183061/mayor-s-alliance-for-nyc-animals-holding-adoption-event-this-weekend>
- WABC Eyewitness News was on site to cover the event; a segment aired at 6:17pm
- FOX 5 was on site to cover the event; a segment aired at 6:37pm
- WNBC News4 New York was on site to cover the event; a segment aired at 6:20pm
- A crew from LNS (Local News Service) was on site to cover the event and provided footage to WCBS-TV, WPIX-TV and WWOR-TV. We are currently monitoring to see what ran.
- News 12 Brooklyn – covered adoption event in Brooklyn

### Radio

- 1010 WINS – all news AM radio: Reporter Susan Richard interviewed Jane Hoffman on Thursday, May 23. The piece began airing on Saturday morning, June 1<sup>st</sup>; <http://newyork.cbslocal.com/2013/06/01/maddies-pet-adoption-days-aims-to-find-homes-for-1000-nyc-shelter-pets/>
- WCBS – AM News Radio 880 interviewed Jane Hoffman

## Day-of Print/Online Coverage

- WPIX Anchor, Frances Rivera, posted a web-story: <http://pix11.com/2013/05/31/adopt-a-pet-for-free/#axzz2Uxtvv6QR>

- **WCBS Local website (Ch 2; News Radio 880 & 1010 WINS):**  
<http://newyork.cbslocal.com/2013/06/01/maddies-pet-adoption-days-aims-to-find-homes-for-1000-nyc-shelter-pets>
- New York Daily News sent a photographer to cover the event on Saturday. A photo and caption identifying Maddie's Fund ran on page 22 of Sunday's paper; PDF is attached
- DNA Info (online NYC news website) ran a photo and caption;  
<http://www.dnainfo.com/new-york/20130602/flatiron/hundreds-of-critters-find-new-homes-as-city-hosts-largest-free-pet-adoption>
- The Associated Press moved a MPAD story on the national wire early Saturday morning.  
[http://m.apnews.com/ap/db\\_268748/contentdetail.htm?contentguid=najTX8IU](http://m.apnews.com/ap/db_268748/contentdetail.htm?contentguid=najTX8IU)

**The following outlets picked up the AP story:**

- The Wall Street Journal website;  
[http://online.wsj.com/article/AP8d201bb720f742ffbd70426eece90e67.html?mod=google\\_news\\_wsj](http://online.wsj.com/article/AP8d201bb720f742ffbd70426eece90e67.html?mod=google_news_wsj)
- Newsday (New York) website; <http://www.newsday.com/news/region-state/1-000-pets-free-for-adoptions-across-nyc-1.5382031>
- WNBC News4 New York website; <http://www.nbcnewyork.com/news/local/homeless-pet-adoption-mayors-alliance-nyc-animals-cats-dogs-209744911.html>
- CBS Local website
- FOX 44 (Burlington, VT) website;  
<http://www.fox44abc22yourvoice.com/story/22473417/1000-pets-free-for-adoptions-across-nyc>
- ABC 22 (Plattsburgh, NY) website  
<http://www.fox44abc22yourvoice.com/story/22473417/1000-pets-free-for-adoptions-across-nyc>;
- San Francisco Chronicle website; <http://www.sfgate.com/news/article/1-000-pets-free-for-adoptions-across-NYC-4567258.php>
- Epoch Times (NYC) website; <http://www.theepochtimes.com/n3/85335-1000-pets-free-for-adoptions-across-nyc/>
- The Republic (Columbus, Indiana) website;  
<http://www.therepublic.com/view/story/8d201bb720f742ffbd70426eece90e67/NY-Pet-Adoptions>

- Brooklyn About Guide website
- Madison.com (Wisconsin State Journal) website

### **Pre-Event Broadcast**

The following TV & radio appearances have already taken place or have been scheduled:

- PIX Morning News – Live on Friday, May 31  
<http://pix11.com/pix-11-morning-news/#axzz2UsSARIJW>  
(Scroll down to *Featured Videos*; hit the right arrow until you see “free adoptions” and a photo of an adorable kitten)
- NY1 News: Parenting Segment with Shelley Goldberg – Taping Wednesday, May 29; Broadcasting Thurs- Saturday, May 30 – June 1  
[http://www.ny1.com/content/ny1\\_living/parenting/182884/citywide-weekend-event-encourages-local-pet-adoption/](http://www.ny1.com/content/ny1_living/parenting/182884/citywide-weekend-event-encourages-local-pet-adoption/)
- Power 105.1 FM radio: Karen Kane (public affairs show) – Taped Saturday, May 25; will air Saturday, June 1
- Metro Networks Radio: Jennifer Pulsone interviewed Jane Hoffman on Wednesday, May 29<sup>th</sup>. The piece has moved on Metro Network’s wire and was sent to hundreds of radio stations around the country.

### **Pre-Event Print/Online**

Listings or pre-event stories for Maddie’s Pet Adoption Days in New York City have appeared in print or on-line in the following outlets:

- New York Times – Spare Times for Children  
[http://www.nytimes.com/2013/05/31/arts/spare-times-for-children-for-may-31-june-6.html?\\_r=0](http://www.nytimes.com/2013/05/31/arts/spare-times-for-children-for-may-31-june-6.html?_r=0)
- Time Out New York Kids
- NY1 On-line Community Calendar
- NBC4 New York
- New York Daily News
- NYC.com  
[http://www.nyc.com/events/alliance\\_for\\_new\\_york\\_citys\\_animals\\_hosts\\_maddies\\_pet\\_adoption\\_days.1148283/editorial\\_review.aspx](http://www.nyc.com/events/alliance_for_new_york_citys_animals_hosts_maddies_pet_adoption_days.1148283/editorial_review.aspx)

- ABC-7 In your Community
- WCBS-FM radio.com (101.1FM)  
[http://events.wcbsfm.cbslocal.com/newyork\\_ny/events/alliance-new-york-citys-animals-hosts-maddies-pe-/E0-001-057136533-6](http://events.wcbsfm.cbslocal.com/newyork_ny/events/alliance-new-york-citys-animals-hosts-maddies-pe-/E0-001-057136533-6)
- Staten Island Advance (SILive.com)  
[http://www.silive.com/pets/index.ssf/2013/05/free\\_adoptions\\_through\\_maddies.html](http://www.silive.com/pets/index.ssf/2013/05/free_adoptions_through_maddies.html)
- Queens Examiner  
[http://www.queensexaminer.com/pages/full\\_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595](http://www.queensexaminer.com/pages/full_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595)
- Queens Ledger  
[http://queensledger.com/pages/full\\_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595&instance=sports\\_rss](http://queensledger.com/pages/full_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595&instance=sports_rss)
- The Glendale Register (Queens)  
[http://www.glendaleregister.com/pages/full\\_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595](http://www.glendaleregister.com/pages/full_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595)
- Forest Hills Times (Queens)  
[http://www.foresthillstimes.com/pages/full\\_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595](http://www.foresthillstimes.com/pages/full_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595)
- The Long island City/Astoria Journal (Queens)  
[http://www.licjournal.com/pages/full\\_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595](http://www.licjournal.com/pages/full_story/push?blog-entry-New+York+City-s+Biggest+Free+Pet+Adoption+Event+Ever+Comes+to+Queens-%20&id=22539595)
- Brooklyn Downtown Star  
[http://www.brooklyndowntownstar.com/pages/full\\_story/push?blog-entry-New%2BYork%2BCity-s%2BBiggest%2BFree%2BPet%2BAdoption%2BEvent%2BEver%2BComes%2Bto%2BQueens-%20&id=22539595](http://www.brooklyndowntownstar.com/pages/full_story/push?blog-entry-New%2BYork%2BCity-s%2BBiggest%2BFree%2BPet%2BAdoption%2BEvent%2BEver%2BComes%2Bto%2BQueens-%20&id=22539595)
- Brooklyn City Guide.com  
<http://brooklyncityguide.com/nyc-free-pet-adoption-event/>
- Darien News Online (Connecticut)  
[http://events.dariennewsonline.com/new\\_york\\_ny/events/show/323829923-alliance-for-new-york-citys-animals-hosts-maddies-pet-adoption-days](http://events.dariennewsonline.com/new_york_ny/events/show/323829923-alliance-for-new-york-citys-animals-hosts-maddies-pet-adoption-days)
- City Guide New York

- Eventful  
[http://eventful.com/newyork\\_ny/events/alliance-new-york-citys-animals-hosts-maddies-pe-/E0-001-057136533-6](http://eventful.com/newyork_ny/events/alliance-new-york-citys-animals-hosts-maddies-pe-/E0-001-057136533-6)  
[http://eventful.com/newyork\\_ny/events/alliance-new-york-citys-animals-hosts-maddies-pe-/E0-001-057136573-4](http://eventful.com/newyork_ny/events/alliance-new-york-citys-animals-hosts-maddies-pe-/E0-001-057136573-4)
- Events.org  
<http://www.events.org/alliance-for-new-york-citys-animals-hosts-maddies-pet-adoption-days-vw61352>  
<http://www.events.org/alliance-for-new-york-citys-animals-hosts-maddies-pet-adoption-days-vw61353>
- Generation Wags  
<http://www.generationwags.com/events/maddie's-pet-adoption-days—june-1%262,-2013—nyc/>
- KARMABrooklyn
- Macaroni Kid  
<http://nycdowntown.macaronikid.com/calendar/event/c481818/>
- New York Press
- New Yorkled  
[http://www.newyorkled.com/\\_\\_\\_Blog/thousands-of-pets-looking-for-loving-homes-at-new-york-citys-biggest-adoption-event-ever-all-for-free-saturday-june-1-2013/](http://www.newyorkled.com/___Blog/thousands-of-pets-looking-for-loving-homes-at-new-york-citys-biggest-adoption-event-ever-all-for-free-saturday-june-1-2013/)
- North Jersey.com  
[http://calendar.northjersey.com/new\\_york\\_ny/events/show/323829923-alliance-for-new-york-citys-animals-hosts-maddies-pet-adoption-days](http://calendar.northjersey.com/new_york_ny/events/show/323829923-alliance-for-new-york-citys-animals-hosts-maddies-pet-adoption-days)  
[http://calendar.northjersey.com/new\\_york\\_ny/events/show/323831303-alliance-for-new-york-citys-animals-hosts-maddies-pet-adoption-days](http://calendar.northjersey.com/new_york_ny/events/show/323831303-alliance-for-new-york-citys-animals-hosts-maddies-pet-adoption-days)
- Yelp.com
- Zvents
- Dog Tipper.com  
<http://www.dogtipper.com/blog/2013/05/mayors-alliance-for-nycs-animals-participates-in-maddies-pet-adoption-days.html>
- Two Little Cavaliers.com  
<http://twolittlecavaliers.com/2013/05/maddies-fund-pet-adoption-days-in-nyc-june-1st-2nd.html>

- To Dog With Love.com  
<http://www.todogwithlove.com/2013/05/maddies-pet-adoption-days-comes-to-nyc.html>
- Good News for Pets.com  
<http://www.goodnewsforpets.com/Articles.asp?ID=2048>
- Mommy Poppins.com  
<http://mommypoppins.com/event/alliance-for-new-york-city-s-animals-hosts-maddie-s-pet-adoption-day>
- All Events.In NewYork.com  
<http://allevents.in/New%20York/Maddies-Pet-Adoption-Days-June-1/601156716563503>
- Dog Friendly.com  
<http://dogfriendly.com/dognews/?p=2910>
- The Examiner.com
- Ditmas Park Corner  
<http://ditmasparkcorner.com/blog/animals/adopt-a-pet-for-free-this-weekend-at-sean-casey-animal-rescue>

## San Francisco Bay Area

- Television: 21
- Radio: 21 PSAs
- Print/Online: 58 articles; 48 calendar listings
- Total: 148

The 2013 Maddie's Pet Adoption Days received significant coverage by SF Bay Area media outlets. Broadcast news coverage aired on ABC 7, NBC Bay Area, CBS 5, KTVU and CW Channel 44 throughout the entire weekend. In addition, MPAD profile stories were featured on ABC 7, CBS 5 and KTVU in the weeks leading up to the event. More than 44 print and online stories were secured in local media outlets, in addition to national pet-focused publications. A variety of Maddie's Fund PSA's ran on seven Bay Area radio stations, and the event was also featured on 48 print and online community calendars.

### Broadcast Coverage

#### ABC 7

- May 31: <http://abclocal.go.com/kgo/video?id=9123503&pid=9123510>
- June 2: MPAD mentioned during the morning news casts
- June 3: follow-up mention of MPAD during evening news with adoption results

## **CBS 5 KPIX**

- May 18: <http://sanfrancisco.cbslocal.com/video/8894469-bay-areas-maddies-pet-adopt-a-thon-coming-soon/>
- June 1: Anne Makovec mentioned MPAD during both morning news casts
- June 2: <http://sanfrancisco.cbslocal.com/video/8949890-sunday-is-last-day-to-adopt-a-pet-for-free/>

## **CW 44/Cable 12**

- June 2: Anne Makovec's coverage of MPAD on CBS also ran on CW44/Cable 12

## **NBC Bay Area**

- May 30: <http://www.nbcbayarea.com/video/#!/on-air/as-seen-on/Pet-Adoption/209702541>

## **KTVU Channel 2/TV36**

- May 25: <http://www.ktvu.com/videos/news/bay-area-people-maddies-fund/v3jnN/>
- May 26: Bay Area People segment also aired on TV36
- June 2: MPAD mentioned during morning news casts
- Paid promotion ran from 5/27 – 6/2 (sponsored by WeCARE coalition)

## **Print/Online Coverage**

### **ABC 7 news (online story)**

- <http://abclocal.go.com/kgo/story?section=news/local&id=9123510>

### **Alameda Patch**

- <http://alameda.patch.com/groups/around-town/p/beautiful-sage-loves-to-snuggle>
- [http://alameda.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_2a7a8097](http://alameda.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_2a7a8097)

### **Almaden Resident**

- [http://www.mercurynews.com/almaden/ci\\_23358186/pet-adoptions-santa-clara-county-are-free-june](http://www.mercurynews.com/almaden/ci_23358186/pet-adoptions-santa-clara-county-are-free-june)

### **Animal Fair**

- <http://animalfair.com/home/maddies-pet-adoption-days-go-national/>

### **AroundDublin.com**

- <http://www.arounddublinblog.com/2013/05/pleasanton-ca-workday-ceo-pledges-4-million-to-save-5000-shelter-animals/#more-7954>

### **Bark Magazine (print)**

- Summer 2013 print edition, page 6 (see PDF file)

### **Bark Magazine (online)**

- <http://thebark.com/content/maddies-pet-adoption-event>

### **Bay Area Parent (East Bay print edition)**

- <http://bap-eastbay.digitalparenthood.com/DigitalAnywhere/viewer.aspx?id=29&pageId=1> (scroll to page 40)

### **Barryessa Sun**

- [http://www.mercurynews.com/san-jose-neighborhoods/ci\\_23454320/nearly-8-000-pets-adopted-through-special-drive](http://www.mercurynews.com/san-jose-neighborhoods/ci_23454320/nearly-8-000-pets-adopted-through-special-drive)

### **Cambrian Resident**

- [http://www.mercurynews.com/cambrian/ci\\_23358186/pet-adoptions-santa-clara-county-are-free-june](http://www.mercurynews.com/cambrian/ci_23358186/pet-adoptions-santa-clara-county-are-free-june)

### **Cat Channel**

- <http://www.catchannel.com/news/2013/5/americas-biggest-dog-cat-adoption-event.aspx>

### **Concord Patch**

- [http://concord-ca.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_6eda00df](http://concord-ca.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_6eda00df)

### **Contra Costa Times (Joan Morris' syndicated column) – May 20, 2013**

- [http://www.mercurynews.com/animal-life/ci\\_23268316/morris-group-looking-adopt-out-5-000-pets](http://www.mercurynews.com/animal-life/ci_23268316/morris-group-looking-adopt-out-5-000-pets)

### **Contra Costa Times (Joan Morris' syndicated column) – May 23, 2013**

- [http://www.mercurynews.com/animal-life/ci\\_23301289/morris-birds-do-it-bees-do-it-leave](http://www.mercurynews.com/animal-life/ci_23301289/morris-birds-do-it-bees-do-it-leave)



### **Contra Costa Times (Joan Morris' syndicated column) – June 5, 2013**

- [http://www.mercurynews.com/animal-life/ci\\_23389341/morris-bluebirds-spreading-happiness](http://www.mercurynews.com/animal-life/ci_23389341/morris-bluebirds-spreading-happiness)

### **Contra Costa Times**

- [http://www.mercurynews.com/top-stories/ci\\_23354572/antioch-hosts-free-dog-and-cat-adoptions-this](http://www.mercurynews.com/top-stories/ci_23354572/antioch-hosts-free-dog-and-cat-adoptions-this)

### **Contra Costa Times (submitted my FAAS)**

- [http://www.mercurynews.com/top-stories/ci\\_23398418/adoptable-pets-alameda-shelters-maddies-pet-adoption-days](http://www.mercurynews.com/top-stories/ci_23398418/adoptable-pets-alameda-shelters-maddies-pet-adoption-days)

### **Danville Express**

- [http://www.danvilleexpress.com/news/show\\_story.php?id=9529](http://www.danvilleexpress.com/news/show_story.php?id=9529)

### **Dog Channel**

- <http://www.dogchannel.com/dog-news/2013/05/28/americas-biggest-free-pet-adoption-event.aspx>

### **Dog Fancy**

- June 2013 print edition, page 11

### **Dog Trekker**

- <http://dogtrekker.com/Story/maddies-pet-adoption-days>

### **Dublin Patch**

- [http://dublin.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_89d805d4](http://dublin.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_89d805d4)

### **Examiner.com**

- <http://www.examiner.com/article/maddie-s-pet-adoption-days-at-sf-sPCA-this-weekend>

### **Fido Friendly**

- <http://www.fidofriendly.com/blog/200-animal-shelters-to-save-5000-pets-on-june-1-2-2013>

### **Fremont Bulletin (print and online)**

- [http://www.mercurynews.com/fremont/ci\\_23310081/pet-adoption-days-upcoming-fremont](http://www.mercurynews.com/fremont/ci_23310081/pet-adoption-days-upcoming-fremont)

### **Fremont Patch**

- [http://fremont.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_0fb2b92a](http://fremont.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_0fb2b92a)

### **Gilroy Dispatch**

- [http://www.gilroydispatch.com/news/community/san-martin-shelter-to-host-free-adoption-day-as-part/article\\_70e8898a-b67a-11e2-9c60-001a4bcf6878.html](http://www.gilroydispatch.com/news/community/san-martin-shelter-to-host-free-adoption-day-as-part/article_70e8898a-b67a-11e2-9c60-001a4bcf6878.html)
- [http://www.gilroydispatch.com/news/community/free-pet-adoption-this-weekend/article\\_ef17947c-c953-11e2-9195-0019bb30f31a.html](http://www.gilroydispatch.com/news/community/free-pet-adoption-this-weekend/article_ef17947c-c953-11e2-9195-0019bb30f31a.html)
- [http://www.gilroydispatch.com/news/community/free-pet-adoption-event-a-tail-wagging-success/article\\_72402ad4-cd65-11e2-90ca-001a4bcf6878.html](http://www.gilroydispatch.com/news/community/free-pet-adoption-event-a-tail-wagging-success/article_72402ad4-cd65-11e2-90ca-001a4bcf6878.html)

### **Independent News**

- Article about TVAR's participating in MPAD in 5/16/13 print edition.

### **Lamorinda Patch**

- [http://lamorinda.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_1e9c763f](http://lamorinda.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_1e9c763f)

### **Livermore Patch**

- [http://livermore.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_232d2179](http://livermore.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_232d2179)

### **Metro Silicon Valley**

- <http://issuu.com/metrosiliconvalley/docs/msv1322/1> (page 24)

### **Milpitas Patch**

- [http://milpitas.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_9ae05d92](http://milpitas.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_9ae05d92)

### **Milpitas Post (print)**

- <http://mytown.mercurynews.com/pdfs/milpitaspost.pdf> (page 25, photon page 26)

### **Morgan Hill Times**

- [http://www.morganhilltimes.com/news/community/free-pet-adoption-this-weekend/article\\_a25c59c5-e056-58c6-a457-3a0f7c4ab4f2.html](http://www.morganhilltimes.com/news/community/free-pet-adoption-this-weekend/article_a25c59c5-e056-58c6-a457-3a0f7c4ab4f2.html)
- [http://www.morganhilltimes.com/articles\\_from\\_gilroy/free-pet-adoption-event-a-tail-wagging-success/article\\_2b1fbe9f-46a8-5312-bbc6-3c8c6c097130.html](http://www.morganhilltimes.com/articles_from_gilroy/free-pet-adoption-event-a-tail-wagging-success/article_2b1fbe9f-46a8-5312-bbc6-3c8c6c097130.html)

### **Newark Patch**

- [http://newark.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_5bebf154](http://newark.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_5bebf154)

### **Oakland North (Submitted by OAS)**

- <http://oaklandnorth.net/2013/05/22/adoptable-animal-of-the-week-shuggie/>

### **Palo Alto Daily News**

- [http://www.mercurynews.com/peninsula/ci\\_23368183/palo-alto-animal-services-waive-pet-adoption-fees](http://www.mercurynews.com/peninsula/ci_23368183/palo-alto-animal-services-waive-pet-adoption-fees)

### **Pleasanton Patch**

- <http://pleasanton.patch.com/groups/around-town/p/feefree-pet-adoption-during-maddies-adoption-days>
- [http://pleasanton.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_0985bc67](http://pleasanton.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_0985bc67)

### **Pleasanton Weekly (print and online)**

- [http://www.pleasantonweekly.com/news/show\\_story.php?id=11333](http://www.pleasantonweekly.com/news/show_story.php?id=11333)

### **ThePress.Net**

- [http://www.thepress.net/view/full\\_story/22600771/article-Adopt-a-pet](http://www.thepress.net/view/full_story/22600771/article-Adopt-a-pet)

### **Rose Garden Resident**

- [http://www.mercurynews.com/rose-garden/ci\\_23358186/pet-adoptions-santa-clara-county-are-free-june](http://www.mercurynews.com/rose-garden/ci_23358186/pet-adoptions-santa-clara-county-are-free-june)

### **San Francisco Chronicle (print and online)**

- <http://www.sfchronicle.com/pets/pettales/article/Praise-for-Maddie-s-Pet-Adoption-Days-4554866.php?t=4571465bce7a92da92>

### **San Jose Mercury News (online only)**

- [http://www.mercurynews.com/top-stories/ci\\_23308813/adoptable-pets-alameda-san-leandro-adoption-days-coming](http://www.mercurynews.com/top-stories/ci_23308813/adoptable-pets-alameda-san-leandro-adoption-days-coming)

### **San Ramon Express**

- [http://www.sanramonexpress.com/news/show\\_story.php?id=7487](http://www.sanramonexpress.com/news/show_story.php?id=7487)

### **San Ramon Patch**

- [http://sanramon.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_9254d2a1](http://sanramon.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_9254d2a1)

### **Scene Magazine – Silicon Valley (spring 2013 print edition)**

- <http://issuu.com/mngtargetedproducts/docs/southbayscene0413>; page 66

### **Scene Magazine – East Bay (spring 2013 print edition)**

- <http://issuu.com/mngtargetedproducts/docs/eastbayscene0413>; page 74

### **Tracy Press (Submitted by East of Eden)**

- [http://www.tracypress.com/view/full\\_story/22527731/article-East-of-Eden-Clutch-of-Kittens](http://www.tracypress.com/view/full_story/22527731/article-East-of-Eden-Clutch-of-Kittens)

### **Tri-Valley Views**

- [http://www.trivalleyviews.com/news/show\\_story.php?id=8520](http://www.trivalleyviews.com/news/show_story.php?id=8520)

### **Walnut Creek Patch**

- [http://walnutcreek.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions\\_d47ec6d0](http://walnutcreek.patch.com/groups/announcements/p/maddies-fund-exceeds-goal-with-8000-pet-adoptions_d47ec6d0)

### **Willow Glen Times**

- [http://www.mercurynews.com/willow-glen/ci\\_23358186/pet-adoptions-santa-clara-county-are-free-june](http://www.mercurynews.com/willow-glen/ci_23358186/pet-adoptions-santa-clara-county-are-free-june)

### **Radio PSA's**

- KFOG ran Pet Food Express PSA twice a day from 5/27 – 5/31
- KRTY ran WeCare PSA from 5/27 – 6/2
- KCBS ran the MPAD PSA twice a day from 5/30 – 5/31 (106.9 FM and 740 AM)

- Submitted to Alice 97.3, Live 105, 99.7 Now, KKIQ

## **Calendar Listings**

### **Alameda Patch**

- [http://alameda.patch.com/groups/events/p/maddies-pet-adoption-days\\_6244288c](http://alameda.patch.com/groups/events/p/maddies-pet-adoption-days_6244288c)

### **Almaden Times (print)**

- <http://www.almadentimes.com/> (page 13)

### **Alameda Times-Star**

- [http://calendar.insidebayarea.com/san\\_francisco\\_ca/events/show/322566863-maddies-pet-adoption-days](http://calendar.insidebayarea.com/san_francisco_ca/events/show/322566863-maddies-pet-adoption-days)

### **TheBark.com**

- <http://thebark.com/content/maddies-pet-adoption-event>

### **Bay Area Parent**

- <http://bayareaparent.parenthood.com/event/maddies-pet-adoption-days-5180c6fa37557.html>

### **Berkeleyside.com**

- <http://www.berkeleyside.com/BerkeleysideCalendar/events/index.php?com=detail&eID=10715>

### **CBS.com/KPIX**

- [http://events.sanfrancisco.cbslocal.com/sanfrancisco\\_ca/events/maddies-pet-adoption-/E0-001-057611073-1@2013060110](http://events.sanfrancisco.cbslocal.com/sanfrancisco_ca/events/maddies-pet-adoption-/E0-001-057611073-1@2013060110)

### **Concord Patch**

- [http://concord-ca.patch.com/groups/events/p/maddies-pet-adoption-days\\_f1ac7935](http://concord-ca.patch.com/groups/events/p/maddies-pet-adoption-days_f1ac7935)

### **Contra Costa Times**

- [http://events.contracostatimes.com/pleasanton\\_ca/events/show/322558463-maddies-pet-adoption-days](http://events.contracostatimes.com/pleasanton_ca/events/show/322558463-maddies-pet-adoption-days)

### **Danville Express**

- [http://www.danvilleexpress.com/sopecal/calendar.php?event\\_start\\_date=6/1/2013&event\\_stop\\_date=6/1/2013&category=all](http://www.danvilleexpress.com/sopecal/calendar.php?event_start_date=6/1/2013&event_stop_date=6/1/2013&category=all)

### **Diablo Magazine**

- <http://www.diablog.com/Diablo-Magazine/Whats-Happening/Community-Calendar/index.php/name/Special-Events-Maddies-Pet-Adoption-Days/event/12308/>

### **Dog Trekker**

- <http://dogtrekker.com/Event.aspx?id=1866>

### **Dublin Patch**

- <http://dublin.patch.com/groups/events/p/ev-maddies-pet-adoption-days>

### **East Bay Express**

- <http://www.eastbayexpress.com/oakland/maddies-pet-adoption-days/Event?oid=3560527>

### **The Fremont Argus**

- [http://calendar.insidebayarea.com/san\\_francisco\\_ca/events/show/322566863-maddies-pet-adoption-days](http://calendar.insidebayarea.com/san_francisco_ca/events/show/322566863-maddies-pet-adoption-days)

### **Fremont Patch**

- [http://fremont.patch.com/groups/events/p/maddies-pet-adoption-days\\_dca521db](http://fremont.patch.com/groups/events/p/maddies-pet-adoption-days_dca521db)

### **Hayward Daily Review**

- [http://calendar.insidebayarea.com/san\\_francisco\\_ca/events/show/322566863-maddies-pet-adoption-days](http://calendar.insidebayarea.com/san_francisco_ca/events/show/322566863-maddies-pet-adoption-days)

### **Independent News**

- [http://independentnews.com/event\\_calendar/community\\_events\\_calendar/](http://independentnews.com/event_calendar/community_events_calendar/)

### **Lamorinda Patch**

- [http://lamorinda.patch.com/groups/events/p/maddies-pet-adoption-days-free-pet-adoptions-june-1-and-2\\_e1409e9f](http://lamorinda.patch.com/groups/events/p/maddies-pet-adoption-days-free-pet-adoptions-june-1-and-2_e1409e9f)

### **Livermore Patch**

- <http://livermore.patch.com/groups/events/p/ev-maddies-pet-adoption-days-b006b483>

### **Lodi News-Sentinel**

- [http://calendar.lodinews.com/pleasanton\\_ca/events/show/322558483-maddies-pet-adoption-days](http://calendar.lodinews.com/pleasanton_ca/events/show/322558483-maddies-pet-adoption-days)

### **Marin Independent Journal**

- [http://events.marinij.com/san\\_francisco\\_ca/events/show/322566863-maddies-pet-adoption-days](http://events.marinij.com/san_francisco_ca/events/show/322566863-maddies-pet-adoption-days)

### **Milpitas Patch**

- <http://milpitas.patch.com/groups/events/p/ev-maddies-pet-adoption-days-52ac00f3>

### **Modern Dog Magazine**

- <http://www.moderndogmagazine.com/events/maddie-s-pet-adoption-days>

### **Morgan Hill Times**

- [http://www.morganhilltimes.com/calendar/child\\_friendly/maddie-s-pet-adoption-days/event\\_08ae45a4-c29a-11e2-a2c4-2f6884f4aaea.html](http://www.morganhilltimes.com/calendar/child_friendly/maddie-s-pet-adoption-days/event_08ae45a4-c29a-11e2-a2c4-2f6884f4aaea.html)

### **Newark Patch**

- [http://newark.patch.com/groups/events/p/maddies-pet-adoption-days\\_4c121f6d](http://newark.patch.com/groups/events/p/maddies-pet-adoption-days_4c121f6d)

### **Oakland Tribune**

- [http://calendar.insidebayarea.com/san\\_francisco\\_ca/events/show/322566863-maddies-pet-adoption-days](http://calendar.insidebayarea.com/san_francisco_ca/events/show/322566863-maddies-pet-adoption-days)

### **Petaluma 360**

- [http://events.petaluma360.com/milpitas\\_ca/events/show/322560943-maddies-pet-adoption-days](http://events.petaluma360.com/milpitas_ca/events/show/322560943-maddies-pet-adoption-days)

### **Pleasanton Patch**

- [http://pleasanton.patch.com/groups/events/p/maddies-pet-adoption-days\\_66f652d0](http://pleasanton.patch.com/groups/events/p/maddies-pet-adoption-days_66f652d0)

### **Pleasanton Weekly**

- [http://www.pleasantonweekly.com/sopecal/calendar.php?event\\_start\\_date=6/1/2013&event\\_stop\\_date=6/1/2013&category=all](http://www.pleasantonweekly.com/sopecal/calendar.php?event_start_date=6/1/2013&event_stop_date=6/1/2013&category=all)

### **Press Democrat**

- [http://events.pressdemocrat.com/pleasanton\\_ca/events/show/322558463-maddies-pet-adoption-days](http://events.pressdemocrat.com/pleasanton_ca/events/show/322558463-maddies-pet-adoption-days)

### **The Sacramento Bee**

- [http://events.sacbee.com/san\\_francisco\\_ca/events/show/322566863-maddies-pet-adoption-days](http://events.sacbee.com/san_francisco_ca/events/show/322566863-maddies-pet-adoption-days)

### **San Francisco Bay Guardian**

- <http://www.sfbg.com/listing/2013/05/28/cheap-listings>

### **SanFrancisco.com**

- <http://www.sanfrancisco.com/maddies-pet-adoption-days-e1926362>

### **SF Chronicle/SFgate.com**

- [http://events.sfgate.com/san\\_francisco\\_ca/events/show/322566863-maddies-pet-adoption-days](http://events.sfgate.com/san_francisco_ca/events/show/322566863-maddies-pet-adoption-days)

### **SF Station**

- <http://www.sfstation.com/maddies-pet-adoption-days-e1926362>

### **San Jose.com**

- <http://www.sanjose.com/maddies-pet-adoption-days-e1924761>

### **San Jose Mercury News**

- [http://events.mercurynews.com/milpitas\\_ca/events/show/322560923-maddies-pet-adoption-days](http://events.mercurynews.com/milpitas_ca/events/show/322560923-maddies-pet-adoption-days)

### **San Ramon Express**

- [http://www.sanramonexpress.com/sopecal/calendar.php?event\\_start\\_date=6/1/2013&event\\_stop\\_date=6/1/2013&category=all](http://www.sanramonexpress.com/sopecal/calendar.php?event_start_date=6/1/2013&event_stop_date=6/1/2013&category=all)



### **San Ramon Patch**

- <http://sanramon.patch.com/groups/events/p/ev-maddies-pet-adoption-days-d4ec6743>

### **Santa Cruz Sentinel**

- [http://events.santacruzsentinel.com/pleasanton\\_ca/events/show/322558463-maddies-pet-adoption-days](http://events.santacruzsentinel.com/pleasanton_ca/events/show/322558463-maddies-pet-adoption-days)

### **Stoneridge Shopping Center**

- <http://www.simon.com/mall/stoneridge-shopping-center/stream/2013-maddies-pet-adoption-days-471320>

### **Tails Inc.**

- <http://www.tailsinc.com/localevents/>

### **Times-Herald**

- [http://calendar.timesheraldonline.com/san\\_francisco\\_ca/events/show/322566863-maddies-pet-adoption-days](http://calendar.timesheraldonline.com/san_francisco_ca/events/show/322566863-maddies-pet-adoption-days)

### **Tri-Valley Herald**

- [http://calendar.insidebayarea.com/san\\_francisco\\_ca/events/show/322566863-maddies-pet-adoption-days](http://calendar.insidebayarea.com/san_francisco_ca/events/show/322566863-maddies-pet-adoption-days)

### **Tri-Valley Times**

- [http://events.contracostatimes.com/pleasanton\\_ca/events/show/322558463-maddies-pet-adoption-days](http://events.contracostatimes.com/pleasanton_ca/events/show/322558463-maddies-pet-adoption-days)

### **Tri-Valley Views**

- [http://www.trivalleyviews.com/sopecal/calendar.php?event\\_start\\_date=6/1/2013&event\\_stop\\_date=6/1/2013&category=all](http://www.trivalleyviews.com/sopecal/calendar.php?event_start_date=6/1/2013&event_stop_date=6/1/2013&category=all)

### **Walnut Creek Patch**

- [http://walnutcreek.patch.com/groups/events/p/maddies-pet-adoption-days\\_a97f512c](http://walnutcreek.patch.com/groups/events/p/maddies-pet-adoption-days_a97f512c)

### **Quotes**

This year's MPAD had a notable impact with the media that covered the event. Here is a sample of what our media friends had to say when the adoption results came in:

“Wow! Quite impressive! Congratulations. Shows that there is a huge need out there and Maddie’s Fund is helping in a huge way. I’m sure numbers will go way up next year. Thanks for letting me know.”

- Rosy Chu, community affairs director and host of Bay Area People, KTVU Channel 2

“Glad to hear the event went well! I have a special place in my heart for animal shelters. Both my cat and dog are from the SF SPCA!”

- Kimberlee Sakamoto, web producer, ABC7 News/KGO TV

“You made my morning. That’s wonderful news...Thanks to everyone at Maddie’s Fund for changing so many lives, of pets and people.”

- Ernie Slone, editor, *Dog Fancy* and DogChannel.com

“Wow, that is great news. How exciting for everyone, especially for all those adoptees in their new homes.”

- Claudia Kawczynska, editor-in-chief, *Bark Magazine*

“Holy moley, that’s a lot of pets finding good homes. Hooray! I’m thrilled to have played even a tiny part. What great news on an otherwise blah Monday!”

- Joan Morris, pets and wildlife columnist, Bay Area News Group

“That is fantastic news! Thanks for sharing. Your organization is making a big difference. Congratulations to you all!”

- Heidi Heinbagg, east bay editor, *Bay Area Parent Magazine*

“That’s great! Lucky pets and families...”

- Dolores Ciardelli, managing editor, *Pleasanton Weekly*

“Thank you for the update. We stopped by the Stoneridge Mall location in Pleasanton and noticed that all but four kittens had been adopted by 5pm or so on Sunday. We’re thrilled to hear that the event was a success. I can’t begin to imagine the work involved in coordinating with the various agencies and host locations.”

- John Zukoski, publisher, AroundDublin.com

## Washoe County

- Television: 2 interviews; 965 PSAs
- Radio: 10 interviews; 201 PSAs
- Print/on-line: 15
- Outdoor: 2
- Total: 1,195

### Television

#### KTVN Channel 2

- (26) 30 second spots 5/27 – 6/2
- (1) Interview 5/28

#### KRNV Channel 4

- (50) 30 second spots 5/26 – 6/2

#### KOLO Channel 8

- (34) 30 second spots 5/26 – 6/2
- (1) Interview on 6/2

#### Charter Media

- (362) 30 second spots 5/26-6/2 on 15 stations. Animal Planet, Food Network, ABC Family, National Geographic Channel, Cartoon Network, HGTV, MSNBC, HLN, DIY Network, Cooking Channel, H2, OWN, BIO, BBC America, We TV

#### FOX/My 21

- KAME: (80) 30 second spots 5/27 – 6/2
- RTV: (20) 30 second spots 5/27 – 6/2
- METV: (20) 30 second spots 5/27 – 6/2
- KRXI: (373) 30 second spots 5/27 – 6/2

### Radio

#### Wild 102.9FM

- (28) 30 second spots 5/27-6/2
- (1) Live three-hour remote 6/1: Six, 60 second live announcements. Minimum of 20 promotional announcements

#### Magic 95.5FM

- (28) 30 second spots 5/27-6/2
- (1) Live three-hour remote 6/1: Six, 60 second live announcements. Minimum of 20 promotional announcements

### **K-BUL 98.1FM**

- (28) 30 second spots 5/27-6/2
- (1) Live three-hour radio remote 6/2: Six, 60 second live announcements. Minimum of 15 promotional announcements. Follow-up coverage on 6/3

### **KOH 780AM**

- 60 second PSA 5/24-6/2
- (1) 5-minute live interview 5/30

### **Alice 96.5FM**

- (36) 30 second spots 5/27-6/2
- (2) Interviews 5/29

### **Bob 93.7FM**

- (37) 30 second spots 5/27-6/2
- (1) Interview 5/31

### **Sunny 106.9FM**

- (35) 30 second spots 5/27-6/2
- (1) Interview 5/29 (Interview also posted on their blog and social media)  
<http://www.sunny1069.com/JeffandTessaBlog/blogentry.aspx?BlogEntryID=10550716>

### **KRLT 93.9FM**

- 30 second PSA 5/26-6/2
- (2) Interviews 5/24, 5/31

### **KOWL 1490AM**

- 30 second PSA 5/26-6/2
- (2) Interviews 5/24, 5/31

**Print**

**Reno Gazette Journal**

- (1) Article on 5/25 <http://www.rgj.com/article/20130525/COL04/305250006/Free-adoptions-stir-controversy-industry>
- (1) Article on 5/28 <http://blogs.rgj.com/mostlydogs/2013/05/28/3-reno-area-rescue-groups-at-many-locations-to-have-free-cat-dog-adoptions-this-weekend/>
- (1) Article on 6/1 (RGJ article also posted on NHS blog: <http://nevadahumanesociety.wordpress.com/>)
- (5) 1/8 page ads on 5/26, 5/28, 5/30, 6/1, 6/2
- (2) 1/4 page ads on 5/27 and 5/29
- (1) 1/2 page ad on 5/31
- (1) Classified Ad on 5/30

### **Reno News & Review**

- (1) 1/2 page ad on 5/23
- (1) 1/2 page ad on 5/30

### **Electronic Billboards**

#### **Yesco**

- Rotating ad 5/26-6/2

#### **Clear Channel**

- Rotating ad 5/26-6/2