



The Pet Rescue Foundation

Maddie's® Matchmaker Adoptathon: 2,312 Adoptions in One Weekend

Dates: June 4 – 5, 2011

Participating Organizations: 45

Total Funding: \$1,553,129

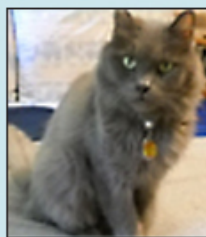
Animals Adopted: 2,312

On June 4th and 5th, the San Francisco Bay Area saw unprecedented rain, but that didn't stop thousands of people from coming out to adopt 2,312 shelter dogs and cats in two East Bay counties during the second annual Maddie's® Matchmaker Adoptathon.

The most exciting news was the adoption of 671 dogs and cats (29%) who were either age seven or older, had been treated for a medical condition, or were both senior and treated for a medical condition. 193 adoptions were of pets over the age of seven.



Heidi, a 17-year-old blind and deaf dog, was going to be euthanized. When an exam gave her a clean bill of health, she was put up for adoption instead. She was adopted by a hospice nurse, who promised to fill the rest of her life with love and comfort.



Nine-year-old Angelo was kicked out of his house when a new wife moved in. Angelo found a great new home at the Adoptathon in spite of his Irritable Bowel Syndrome.

Forty-five shelter and rescue organizations participated in this year's adoption event, and pets were available at more than 70 locations throughout Alameda and Contra Costa Counties.

Families came from all over Northern California to find a new pet – others came from as far as Oregon and Nevada! Tony La Russa's Animal Rescue Foundation in Walnut Creek reported the first adopter at 4:30 a.m., five hours before their doors opened. The Alameda Animal Shelter had people waiting for two hours in the pouring rain before they opened at 10:00 a.m.

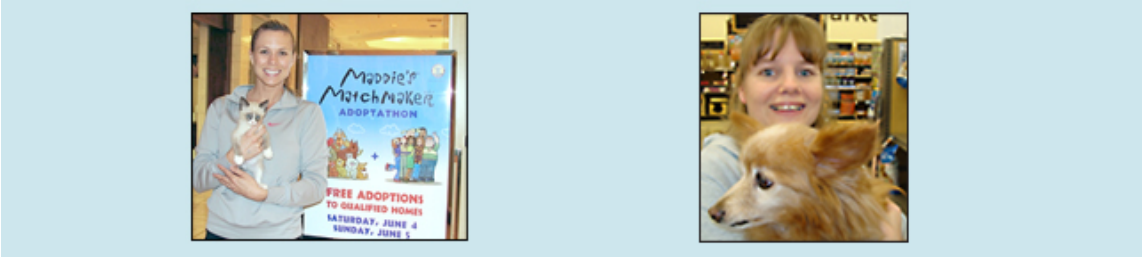


"I adopted Bianca on Sunday from Hopalong Rescue and feel like someone has infused my veins with love!!! So happy to have participated in Maddie's® Adoptathon – such a great event!"



"Here is our Stella, a perfect pit, adopted today. From death row to foster care to adoption to her forever loving home!"

"The outpouring of support from the community was even larger than last year," said Rich Avanzino, Maddie's Fund® president. "Not only did we see a big increase of adopters, but we also had the gift of generosity from local businesses that opened up their doors to us this year, including Stoneridge Shopping Center in Pleasanton. This event is generating public interest in adopting from shelters, and it's evident that people are taking action – one pet at a time."

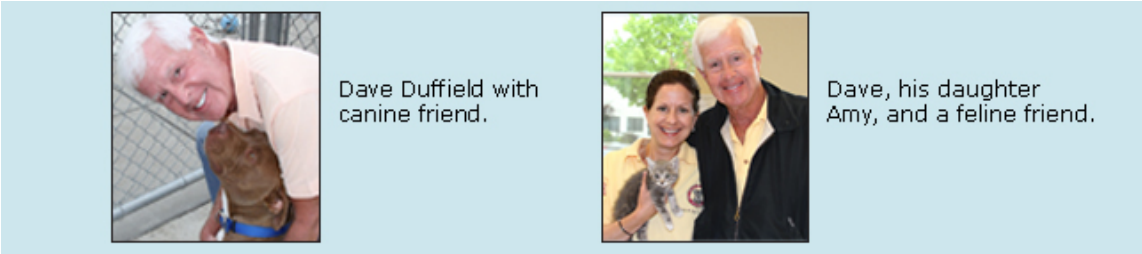


Dogs and cats were free to qualified pet lovers, but Maddie’s Fund offered the organizations stipends ranging from \$500 to \$1,500, adding up to a total outlay for Maddie’s Fund of \$1.553 million. The Maddie’s Fund “stimulus package” was offered to ease the costs of providing care for harder to place pets.

“Over 20% of the cats that Maine Coon Adoptions rescues are senior or special needs kitties (or both) and this weekend has been invaluable in getting homes for those kitties and in offsetting the costs of rescue so we can save more of these needy cats. Thank You.”

Maddie’s[®] Matchmaker Adoptathon was held in honor of the Foundation’s namesake, a Miniature Schnauzer named Maddie.

“My family and I spent the Adoptathon weekend visiting many of the participating locations,” said Dave Duffield, Maddie’s Fund founder. “The joy we saw in the animals, as well as the volunteers and the adopters, is the reason we created Maddie’s Fund. Maddie gave us so much happiness – we wish all of our adopters a lifetime of love with their new companions.”



Dave Duffield with canine friend.

Dave, his daughter Amy, and a feline friend.

Most Adoptions:

- H.A.L.O.: 182
- Oakland Animal Services: 159
- Safe Cat Foundation: 132
- Tri-Valley Animal Rescue: 102
- Tony La Russa’s ARF: 96
- East Bay Animal Rescue and Refuge: 92