



**FOR IMMEDIATE RELEASE**

April 18, 2015

## **Viva El Rey Fido!**

*Celebrate SA's Fiesta® Canine Royalty*



San Antonio, TX (April 18, 2015) – It is finally time to celebrate the canines – Fiesta style! Join us at the Grand Hyatt San Antonio (600 East Market Street, 78205) this morning from 10am-11am for the 13<sup>th</sup> annual El Rey Fido (ERF) Coronation. This event is recognized as 1 out of 6 new Fiesta® events in 2015 and we invite all of our animal loving friends and their friendly canine companions to experience this historic day with the San Antonio Humane Society (SAHS)!

Our celebration will recognize *El Rey Fido XIII* – Ruby, *Princess of the Perpetual Food Bowl* – Ethel, *Duke of the In-Destructible Chew Toy* – Bellin, *Duchess of the Ever-Present Fire Hydrant* – Arleigh, and *Knight of the Royal Court* – Dakota. Between 14 contestants who participated in the 2015 ERF fundraising competition, a total of \$88,854.29 was raised for SAHS pets! Their amazing efforts are certainly valued and we are pleased to have ERF XIII and the Royal Court serve as our ambassadors during their reigning year.

Here's what's to be expected at the 2015 El Rey Fido Coronation:

- Complimentary food and refreshments
- FREE parking in Grand Hyatt SA garage/\$10 valet parking
- SAHS info booth with tons of volunteer, foster, spay/neuter info and awesome SAHS gear
- Opportunities to meet 2015 and previous SAHS canine royalty, as well as, other Fiesta® royalty
- Fiesta themed photo booth for people and their pups
- Mexican Folklorico dances performed by Danzavida De San Antonio Dance Company
- 2015 El Rey Fido t-shirts (\$15-\$18)/medals (\$10) and vintage medals (\$5) will be available for purchase – all proceeds benefit the pets at the SAHS

**Photo Opp: El Rey Fido XIII and Royal Court will arrive on a Rio San Antonio Cruises river barge and make their grand entrance at the Grand Hyatt SA as they make their way onto the coronation stage.**

For more ERF photos and to keep up with their “El Rey Fido In The City” tour, visit [SAhumane.org/ERF](http://SAhumane.org/ERF).

### Media Contact:

Felicia Niño, SAHS Communication Associate

(210) 226-7461 ext. 119 or [communication@SAhumane.org](mailto:communication@SAhumane.org)

### ***About The San Antonio Humane Society***

*The San Antonio Humane Society is a non-profit, no-kill organization that has served Bexar County and its surrounding areas since 1952. We are not affiliated with the Humane Society of the United States or the ASPCA. Every year, the San Antonio Humane Society shelters, medically treats, and rehabilitates approximately 5,000 animals that have been injured, abused, or abandoned until they are ready for adoption. Our mission is to protect and improve the lives of dogs and cats by providing shelter, care, adoption, rescue, spay and neuter programs, and community education.*