



For Immediate Release

The Fiesta® El Rey Fido Fundraising Competition Has Begun!

SA, TX (Oct 03, 2016) – Enrollment for the El Rey Fido (ERF) Fundraising Competition begins today, October 3. This year's competition culminates in the 15th anniversary of the ERF Coronation.

Each year, participants from San Antonio and its surrounding areas all compete to be the top-fundraising canine, then crowned El Rey Fido (The Doggy King!) at the ERF Coronation, with four runner-ups joining the El Rey Fido Royal Court.

The ERF Coronation is an official Fiesta® event and is held each year to honor and recognize ERF and the Royal Court. These five dogs, with the support of their human guardians, help raise awareness and funds for the needy pets at the San Antonio Humane Society. This year's top fundraiser will be bestowed the title El Rey Fido XV.

The ERF Coronation is carried out in true festive Fiesta spirit, from folklórico dances to vivid royal canine attire, and will be held Saturday, April 22 at the Grand Hyatt San Antonio.

The deadline for fundraising, both online and in-person, is February 16 at 6:00pm. For those interested in gaining the opportunity to see their pooch in a crown, please visit SAhumane.org/ERF for rules, requirements, and fundraising tips!

For More Information:

Felicia Niño, Director of Communication
(210) 226-7461 ext. 125 or fnino@SAhumane.org

About The San Antonio Humane Society

The San Antonio Humane Society (SAHS) is a non-profit, no-kill organization that has served Bexar County and its surrounding areas since 1952. While many believe that the SAHS is affiliated with and receives funds from the Humane Society of the United States (HSUS), this is not the case. Therefore, donating locally solves a local problem. Every year, the SAHS shelters, medically treats, and rehabilitates approximately 5,000 animals. Many have been injured, abused, surrendered by their owners, or found as strays, and they remain in our care until adopted. 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.



Renee Stade
PHOTOGRAPHY

Scout, El Rey Fido XIV

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