

FOR IMMEDIATE RELEASE

Media Contact:

Felicia Niño, Public Relations Manager (210) 226-7461 ext. 125 or fnino@SAhumane.org

El Rey Fido Coronation Honors Top-Fundraising Dogs

The crowning ceremony, an official Fiesta® event, to honor El Rey Fido XVI and the 2018 Royal Court is tomorrow!

SA, TX (April 20, 2018) – Keep an eye out for Fiesta royalty making their way through the city on all paws! El Rey Fido and the Royal Court are crossing the stage again this year at the **El Rey Fido Coronation**, sponsored by VCA Animal Hospitals, tomorrow, 10am, at the historic Sheraton Gunther Hotel (205 E. Houston St, 78205). After months of fur-ocious fundraising, the San Antonio Humane Society (SAHS) will celebrate this year's ERF fundraising competition winners with the crowning of **El Rey Fido XVI and the 2018 Royal Court**.

The El Rey Fido Coronation is a **FREE family and dog-friendly event** and will include traditional folklórico dances provided by the Danzavida De San Antonio Dance Company. The event will be emceed by Magic 105.3's Adam and Jenny in the Morning and will conclude with the **crowning of El Rey Fido XVI by Reo Feo LXX, Ken Flores**.

There were many fundraising canines all vying for this year's doggie crown, and in total over \$50,000 was raised for the dogs and cats at the SAHS.



El Rey Fido XVI, Jerry Rosenthal ready for his Crown.

Four runner-ups join El Rey Fido XVI on his 2018 Royal Court and they include Princess of the Food Bowl, Alexandra Hamilton; Duchess of the Chew Toy, Ellie Wheeler; Duke of the Fire Hydrant, Sam Oliver; and Knight of the Royal Court, Squish the Pup.

PHOTO OPP: El Rey Fido XVI and the 2018 Royal Court will be dressed to impress in their fitted and dazzling Royal Grr-robes!

About The El Rey Fido Fundraising Competition

The San Antonio Humane Society's El Rey Fido (ERF) fundraising competition has been held annually since 2002 and the ERF Coronation became an official San Antonio Fiesta® event in 2014. Each year, participating canines compete to join the ERF Royal Court, with the top-fundraising dog being crowned El Rey Fido (the doggie king or queen!). All funds raised during the competition goes back towards helping dogs and cats at the SAHS. The ERF Coronation is held annually to recognize and honor the fundraising efforts of El Rey Fido and the Royal Court members.

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. The SAHS is neither affiliated nor receives funds from the Humane Society of the United States. Every year, the SAHS shelters, medically treats, and rehabilitates nearly 5,000 animals. Many are injured, abused, surrendered by their owners, or found as stray. All pets 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.