



## MEDIA ALERT

### DOGust 1<sup>ST</sup>® CELEBRATION

AUGUST 1 - 7

### SAN ANTONIO HUMANE SOCIETY

4804 Fredericksburg Road  
San Antonio, TX 78229

## SAN ANTONIO HUMANE SOCIETY TEAMS UP WITH NORTH SHORE ANIMAL LEAGUE AMERICA AND BABY DOGE TO CELEBRATE “DOGUST 1<sup>ST</sup>®” – THE UNIVERSAL BIRTHDAY FOR ALL RESCUE DOGS – AND YOU’RE INVITED!

**WHAT:** San Antonio Humane Society is teaming up with North Shore Animal League America in partnership with Baby Doge to PAW-TY! Join these partners in animal rescue as they celebrate DOGust 1<sup>st</sup>®, the universal birthday for all rescue dogs, during a celebration throughout the week of August 1<sup>st</sup>.

From **Monday, August 1<sup>st</sup> through Sunday, August 7<sup>th</sup>**, San Antonio Humane Society is celebrating the dogs and puppies in their care as they work to find them loving, responsible homes.

Interested in adopting a pet?

1. Fill out an online application at [SAhumane.org](http://SAhumane.org) (when you find the pet you’re interested in the pet listings, click the "Interested in this animal? Click here" button).
2. You may also fill out an application once you arrive on site. **All potential adopters will be required to spend at least 30 minutes with the pet** they are interested in and **participate in an adoption interview** with one of the Adoption Counselors.
3. All the information will be evaluated on a **first-come, first-served basis** determined on the arrival of the potential adopter checking in on site and in person. Submitting an application does not guarantee the pet you are interested in to be placed on hold for you.

To commemorate this year’s DOGust 1<sup>st</sup>, celebrations are being hosted by more fifty (50) of Animal League America’s shelter partners across the country throughout the week. The five shelters that record the most adoptions during this window will win monetary prizes thanks to this partnership with Baby Doge. For more details visit [www.animalleague.org/DOGust1st](http://www.animalleague.org/DOGust1st).

Since the actual dates of birth for most rescued dogs are unknown, North Shore Animal League America created DOGust 1<sup>st</sup> to celebrate rescue dogs (those adopted and those still in

shelters awaiting loving homes.) Since 2008, these “mutt-i-grees” have had this day designated to honor the incredible impact they make on our lives.

And remember, it may be DOGust, but many felines are looking for loving homes, too (especially now during the height of kitten season.)

**WHEN:** **MONDAY, AUGUST 1 – SUNDAY, AUGUST 7**  
**Daily 12:00pm – 7:00pm** *No Appointment Necessary*

**WHERE:** **SAN ANTONIO HUMANE SOCIETY**  
**4804 Fredericksburg Road, San Antonio, TX 78229**

**WHO:** Adorable, adoptable dogs, cats, puppies and kittens  
Representatives from **San Antonio Humane Society**

**MEDIA RSVP:**  
**LUCIA ALMANZA**  
**PHONE: 210-226-7461 EXT 119**  
**EMAIL: [PR@SAhumane.org](mailto:PR@SAhumane.org)**

**#DOGust1st**  
**#GetYourRescueOn**

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

Our Mission is to protect and improve the lives of dogs and cats by providing shelter, care, adoption, rescue, spay/neuter programs, and community education.

Our Vision is to end pet overpopulation and to create a community where every dog and cat is treated with respect and compassion and has a permanent and loving home.

The San Antonio Humane Society (SAHS) is a 501(c)(3) nonprofit, no-kill organization that has served Bexar County and its surrounding areas since 1952. The SAHS shelters, medically treats, and rehabilitates thousands of dogs and cats every year. Many of the dogs and cats in our care have been abused, injured, surrendered by their owners, or found as strays. As a no-kill organization, every treatable pet in our care stays in our care until they find a home or necessary placement with another no-kill organization. No pet in our care is ever euthanized to create space. Thousands of dogs and cats in San Antonio and its surrounding areas are saved from euthanasia every year due to the mission and practices of the SAHS. [www.SAhumane.org](http://www.SAhumane.org)

#### **About NORTH SHORE ANIMAL LEAGUE AMERICA**

Animal League America has saved more than 1.1 million lives. As the world’s largest no-kill rescue and adoption organization, we understand that a rescue isn’t complete until each animal is placed into a loving home. Our innovative programs provide education to reduce animal cruelty and advance standards in animal welfare. We reach across the country to rescue animals from overcrowded shelters, unwanted litters, puppy mills, natural disasters and other emergencies and find them permanent, loving homes. [www.animalleague.org](http://www.animalleague.org)

#### **About BABY DOGE**

Baby Doge (\$BabyDoge) is a mission founded cryptocurrency token with the goal of supporting dog welfare and rescue operations worldwide. Our company has donated over \$600,000USD with much more to come & we’ve partnered with some of the largest animal welfare organizations in the United States. Our community includes over 800,000 followers across social media platforms & over 1,000,000 holders of our crypto currency token. We’re working hard to empower animal shelters & rescue organizations to rethink their current model & encourage adoption of cryptocurrency as a way to help fund operations & generate new streams of revenue/support. Co-branded merchandise, NFT’s (digital art) & content can help Baby Doge & its partners usher in a new era of possibilities to help save dogs and provide opportunities for a healthy life and a happy family.

For more information, please visit <https://babydoge.com>

