



FOR IMMEDIATE RELEASE
Charlottesville-Albemarle SPCA
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Local SPCAs and Pepsi join efforts celebrating Elvis and helping some Hound Dogs find their homes!

Charlottesville, Virginia: During the entire month of January, local SPCAs and Pepsi are joining efforts to help some hound dogs find their forever homes by celebrating Elvis, the King. In honor of Elvis' birthday, January 8th, the Charlottesville-Albemarle SPCA, the Fluvanna SPCA and the Nelson County SPCA are offering a \$12.95 "Love Me Tender" price for any Hound Dog adopted during the month of January. The Pepsi Bottling Company of Central Virginia is helping out by generously donating a case of Pepsi for the adopters of every hound dog from the respective SPCA. SPCA Executive Director, Susanne Kogut, explains, "This is just a fun way to help some wonderful, but often overlooked, hound dogs find their new homes. Elvis' first guitar was purchased for just \$12.95 and brought much joy to his life. So with this special, adopters can bring joy and love into their life with an SPCA Hound Dog for just \$12.95." Kogut continued, stating that "Elvis' favorite drink was Pepsi. So every adopter can enjoy many ice cold glasses of Pepsi, as they will receive a case of Pepsi when they bring their new Hound Dog home." The SPCAs have more in common with Elvis than you would imagine. For instance:

1. Elvis had many dogs of many different breeds. The local SPCAs have many dogs of different breeds.
2. Elvis liked peanut butter and banana sandwiches. SPCA dogs love peanut butter and often enjoy Kong dog toys filled with peanut butter.
3. Elvis owned cats. The local SPCAs have many cats.

During the entire month of January, the Charlottesville-Albemarle SPCA will be playing Elvis music all day long, and will be offering an additional adoption special. If Elvis music is not playing at anytime the Charlottesville-Albemarle SPCA is open for adoptions (12 to 6pm, seven days a week), adopters can just tell SPCA staff, and their pet adoption will be free! So, this January, "*don't be cruel to a heart that's true*" visit one of your local SPCAs and spend time with "*A Big Hunk o' Love*," you just "*Can't Help Falling in Love*" with an SPCA "*Hound Dog*."

For further information visit your local SPCA:

The Charlottesville-Albemarle SPCA, located at 3355 Berkmar Drive, Charlottesville, is open seven days a week for adoptions from 12pm to 6pm. Website is www.cascpa.org.

The Fluvanna SPCA, located at 5239 Union Mills Road, Troy, is open for adoptions from Wednesday-Sunday, Noon-5pm, or by appointment. Website is www.fspca.org.

The Nelson County SPCA, located at 29 Stage Bridge Road, Lovingston, is open seven days a week for adoptions from 1pm to 4pm. Website is www.nelsonspca.org.

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