



NEWS RELEASE

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“Pooches for the Planet” Launches Adoption Promotion with Pinellas Shelters

Beginning November 1, adopt a dog at the Pinellas County Animal Services shelter or the Humane Society of Pinellas shelter and get a free *Pooches for the Planet* adoption kit filled with valuable information and free goodies for you and your new family member!

The program is part of a campaign to promote proper disposal of dog waste to prevent water pollution. Major sponsors are the Tampa Bay Estuary Program, Pinellas-Anclote Basin Board of the Southwest Florida Water Management District, Pinellas County Animal Services, and the Humane Society of Pinellas.

Additionally, dozens of area pet-related businesses have contributed toys, treats and discount coupons for pet products or services for the adoption kits.

Special thank-you gifts will be offered to the first five people who adopt a dog during the event kick-off on Saturday, November 7 at the Pinellas County Animal Shelter.

Every day in Pinellas County, an estimated 12-28 tons of dog poop is left on the ground. Pet waste contains disease-causing bacteria, viruses and lots of nutrients. Unfortunately, this waste does not stay on the grass but gets washed down the storm drains and delivered untreated to the closest waterway during rain events.

Pooches for the Planet partners hope to encourage responsible pet ownership through a 3-month promotion with the two animal shelters. From November through January, anyone who adopts a dog from the county or Humane Society shelters will receive an eco-friendly *Pooches for the Planet* reusable shopping bag filled with valuable goodies, including:

- A Bags on Board pet waste bag dispenser that clips to a leash
- A listing of county dog parks
- An immunization schedule card
- Discount coupons for a variety of pet services, such as grooming and pet sitting
- Treats, toys and other items donated by generous local and national pet care companies



Just like human waste, dog poop poses a threat to both public health and water quality. It contributes harmful bacteria that can make people ill, as well as excessive nutrients that cause algae blooms that in turn rob the water of oxygen needed to support fish and other marine life.

“I am excited about our partnership with the Tampa Bay Estuary Program,” said Dr. Welch Agnew, director of Pinellas County Animal Services. “I believe that it will further our combined goals of adoptions to responsible pet owners and environmental awareness. After all, responsible owners always pick up after their pets.”

Several pet-related businesses in Pinellas County have contributed goods or services to the animal shelter promotion, including Pet Supplies Plus, The Wag Mag, The Pet Butler, Best Buddies Dog Boutique and Bakery, and Alone At Home Pet Services, Inc.

For more information about *Pooches for the Planet* visit www.tbep.org/help/scoop.html

Pinellas County Animal Services is located at 12450 Ulmerton Road, Largo, FL 33774.
For more information and hours, visit <http://www.pinellascounty.org/animalservices/>

The Humane Society of Pinellas is located at 3040 State Road 590, Clearwater, FL 33759.
For more information and hours visit <http://humanesocietyofpinellas.org/>