

## **Q: WHAT IS THE DIFFERENCE BETWEEN NORTH SHORE ANIMAL LEAGUE AMERICA'S GLOBAL PET ADOPTATHON AND OTHER "ATHON" EVENTS BEING PROVIDED BY OTHER ORGANIZATIONS?**

**A:** North Shore Animal League America created Pet Adoptathon in 1995. It is wonderful to see that two decades later other humane organizations and even retailers have used our model to create their very own "athons". In addition to participating in Pet Adoptathon, we encourage all organizations to participate in as many other life-saving adoption events as possible.

## **Q: HOW CAN MY ORGANIZATION SIGN UP?**

**A:** Shelters and Rescue groups interested in participating in Pet Adoptathon can visit [www.AnimalLeague.org/PA2017](http://www.AnimalLeague.org/PA2017) and click **Create Account** to set up their profile and register. Returning participants can register using their email/password from 2016 or click **Reset Password** if they cannot remember their original password. Once registered, you'll be able to download your free promotional banner, posters and flyers (once available) so you can promote your event. If you have any questions or comments, please call Offsite Manager, Matthew Carroll at 516-883-7900, ext. 455.

## **Q: WHEN DOES PET ADOPTATHON TAKE PLACE?**

**A:** Pet Adoptathon 2017 kick-off weekend takes place **Saturday, May 6th and Sunday, May 7th**. After this kick-off weekend, and to keep the momentum strong, **Pet Adoptathon 2017 will extend through the first week of June**. This will drive even more adopters to shelters and rescue groups around the world and have a positive impact on adoption results for all participating animal welfare organizations.

## **Q: HOW MANY YEARS HAS NORTH SHORE ANIMAL LEAGUE AMERICA'S PET ADOPTATHON BEEN IN EXISTENCE?**

**A:** 2017 will mark the 23rd anniversary that Pet Adoptathon has taken place.

## **Q: WHY DOES NORTH SHORE ANIMAL LEAGUE AMERICA DO THIS?**

**A:** This event allows North Shore Animal League America to work with animal welfare partners around the world on a common goal to find homes for ALL homeless pets in animal shelters and with rescue groups.

## **Q: HOW MUCH DOES IT COST FOR SHELTER AND RESCUE GROUPS TO PARTICIPATE?**

**A:** There is **NO REGISTRATION FEE** and there is **NO COST** for any of the support materials (banner, posters, flyers) provided to your organization.

## **Q: HOW CAN MY ORGANIZATION PARTICIPATE?**

**A:** You can participate by creating your own Pet Adoptathon events during the month of May. Also by extending your adoption hours at your shelter, extend hours that your rescued pets can be seen in their foster homes, and by promoting your Pet Adoptathon events on your website and social media including Facebook, Twitter and Instagram, as well as in correspondence with previous adopters and supporters.

**Q: ARE THERE ANY PROMOTIONAL MATERIALS FOR MY ORGANIZATION TO USE?**

A: Yes, all participating organizations will (a) be able to download free banners, posters, and flyers; (b) be featured with hyperlink to your organization on the Pet Adoptathon 2017 participating organizations web page; (c) be able to download our [Team Up](#) guide that shares best practices to get media and the community involved in your adoption events.

**Q: WHEN WILL I RECEIVE MY PET ADOPTATHON 2017 PROMOTIONAL MATERIALS?**

A: All promotional materials will be available for download to registered participants of Pet Adoptathon 2017. All participants will be notified by email when downloadable materials are available, along with a link and instructions on how to download them. All materials will be posted giving participating organizations ample time to pre-promote their events before kick-off weekend and even more time if you'll be holding your Pet Adoptathon event later in the month of May.

**Q: HOW SOON WILL MY ORGANIZATION BE LISTED ON THE PET ADOPTATHON 2017 WEB PAGE AFTER WE REGISTER?**

A: After you've updated your existing profile as a returning participant from last year or registered as a new participating shelter/rescue, your organization will immediately be added to the list of participating shelter and rescue organizations. The list can be searched by zip code and will help to drive even more new and potential adopters to your event.

**Q: HOW MANY ORGANIZATIONS PARTICIPATED IN 2016?**

A: In 2016 there were over **2,000** shelters and rescue groups from around the country that participated in Pet Adoptathon.

**Q: HOW MANY ADOPTIONS WERE THERE IN 2016?**

A: Last year, over **30,000** homeless pets found new homes during Pet Adoptathon weekend.

**Q: ARE THERE ANY NATIONAL SPONSORS FOR PET ADOPTATHON 2017?**

A: Yes, the national and presenting sponsor is [Purina ONE](#), along with the [Mutt-i-grees Curriculum](#) as a supporting sponsor. Note that Pet Adoptathon would not be possible without the support from our corporate and humane education partners.