

Q: WHAT'S THE DIFFERENCE BETWEEN NSALA'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: Returning shelters that participated in 2017 will be automatically **pre-registered** for Pet Adoptathon 2018. They can update their Pet Adoptathon profile by visiting www.animalleague.org/pa2018 and **new** shelter/rescue groups interested in participating can visit www.animalleague.org/pa2018 to set up their Pet Adoptathon 2018 profile and register. Once registered, we'll mail your free downloadable promotional banner, posters and flyers so you can promote your event. If you have any questions or comments, please call Pet Adoptathon headquarters toll-free at **516-883-7900 x 455**

Q: WHEN DOES PET ADOPTATHON TAKE PLACE?

A: Pet Adoptathon 2018 kick-off weekend takes place **Saturday May 5th** and **Sunday May 6th**. After this kick-off weekend, and to keep the momentum strong, **Pet Adoptathon extends throughout the entire month of May**. 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: 2018 will mark the 24rd anniversary that Pet Adoptathon has taken place.

Q: WHY DOES NSALA DO THIS?

A: This event allows NSALA 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 extending your adoption hours at your shelter, extend hours that your rescued pets can be seen in their foster homes, and by promoting Pet Adoptathon weekend on your web site, social media including Facebook, Instagram and Twitter 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 can download FREE banners, posters, flyers, and **Team Up** guide that shares best practices to get media and the community involved in your adoption event.

Q: WHEN WILL I RECEIVE MY PET ADOPTATHON 2018 PROMOTIONAL MATERIALS?

A: All promotional material is downloadable from www.animalleague.org/pa2018 at any time.

Q: HOW SOON WILL MY ORGANIZATION BE LISTED ON THE PET ADOPTATHON 2018 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 organization, the listing will happen IMMEDIATELY. 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 2017?

A: In 2017 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 2017?

A: Last year, over **40,000** homeless pets found new homes during Pet Adoptathon month

Q: ARE THERE ANY NATIONAL SPONSORS FOR PET ADOPTATHON 2018?

A: Yes, the national and presenting sponsor is **Purina ONE** (<http://www.purinaone.com/>), along with the **Mutt-i-grees Curriculum** (<http://education.muttigrees.org/>) as a supporting sponsor. Note that Pet Adoptathon would not be possible without the support from our corporate and humane education partners.