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FOR IMMEDIATE RELEASE

LOCAL BUSINESSES COME TO THE RESCUE OF AUSTIN'S HOMELESS PETS Community provided opportunity to support TLAC and area pet rescue groups with food donations – Nature's Variety to match donations pound for pound

It takes a charitable village to successfully make a no kill city. Therefore, in an effort to help Town Lake Animal Center as well as a few local, mixed-breed rescue groups, Tomlinson's Feed & Pet stores and Nature's Variety pet foods are preparing a special event on Saturday, July 17 - A Sweet Spot for Dogs Day. Tomlinson's has partnered with Nature's Variety to provide community members with an opportunity to help feed homeless animals cared for by volunteers of the city shelter and rescue organizations. Many other local businesses have pitched in to sweeten the deal.

Since Austin officially became a 'no-kill' city, local shelters and rescue groups have become over-crowded and their volunteers over-burdened with the care and feeding of thousands of homeless pets. Therefore, it is critical to the success of the 'no kill' policy that community members and businesses get creative and cooperate their efforts to help out.

"Austin is not just a dog-friendly city, it's a dog-passionate city. Many of our customers, business associates, friends, and employees are involved in pet rescue or in a pet-related association of some kind; therefore, we see daily the amount of time and money that volunteers spend to help Austin's homeless pets," says Tomlinson's owner, Scott Click.

"So, when Nature's Variety asked us to do a promotion for their Sweet Spots frozen treats for dogs, we asked them if they would partner with us on a food donation day as well. They generously agreed to match dog food donations for the day as well as provide Sweet Spots samples to all our customers who bring their dogs into the stores that day."

Jenny DiGaetano, spokesperson for Nature's Variety, Inc., explains, "When a customer comes into any Tomlinson's location on July 17 and purchases any size bag of Nature's Variety Prairie for donation to the participating rescue groups, we will match their food donation – pound for pound."

Food donated at Tomlinson's south store at 4211 S. Lamar Blvd. and Tomlinson's Westlake store at 3300 Bee Caves Rd. will go to Southern Animal Rescue Association (SARA), a no-kill, 120-acre sanctuary for abandoned farm animals as well as domestic pets located on an old dairy farm near southeast of Austin. Donations made at the Tomlinson's Lakeway store at 2303 Ranch Road 620 S. will go to Blue Dog Rescue, an all-volunteer foster organization committed to finding homes for homeless mixed-breed dogs. Food donated at Tomlinson's Cedar Park will go to the Humane Society of Williamson County, which operates a no-kill facility on 22 acres near Leander. And finally, donations made at the Tomlinson's central store at 908 E. 49 ½ Street (at Airport Blvd.) will benefit foster families of the Town Lake Animal Center, the animal care and control shelter for Austin and Travis County. All of these rescue organizations are registered 501(c)3 charitable organizations, and donations are tax deductible.

To sweeten the deal, Tomlinson's managers began to ask local area businesses to provide raffle prizes to be awarded throughout the day to customers who donate food.

"When a customer purchases food for donation, they will be entered into a raffle drawing. It's a way that our neighborhood businesses can participate and give to the cause as well," says Tomlinson's Westlake store manager, Theresa Palm. "It also makes the day more fun!"

Businesses donating raffle prizes include, but are not limited to the following:

Zoom Pet Photography - <i>free photo shoot</i>	Spot 2 Stripes - <i>free dog walks (5)</i>
Oil Works/Gene Johnson - <i>free oil change</i>	TrainMyDogs.com - <i>6-week training class</i>
Groomingdales - <i>\$50 gift certificate</i>	Bark and Tweet- <i>free photo shoot</i>
Buddy's Last Chance - <i>free daycare</i>	Austin Paw Patrol - <i>free dog walks (5)</i>
Dirty Dog- <i>free self-serve baths (5)</i>	Jamba Juice - <i>free smoothies (5)</i>
DogTopia - <i>Daycare & grooming</i>	Starbuck's - <i>mug and gift bag</i>
Fit 'n Trim Pet Sitting - <i>free pet sitting</i>	Papa Murphy's - <i>free large pizza</i>
DogTopia - <i>Daycare & grooming</i>	Tomlinson's - <i>\$50 gift certificates</i>
Spot 2 Stripes - <i>pet orientation lessons (5)</i>	Taurus Pet Services - <i>free playdays (2)</i>

(Prizes vary at each location.)

The event will also provide prospective pet owners an opportunity to meet and greet pets available for adoption as participating rescue groups will all bring some of their foster pets to occasion.

If you'd like more information about this event, please call Renae Click at 512-203-3207 or e-mail her at rclick@tomlinsons.com. You may also call Jenny DiGaetano at 402-570-6577 or e-mail her at jdigaetano@naturesvariety.com.

If you'd like more information about the participating rescue groups and shelter, you may contact representatives as follows:

SARA Sanctuary, Contact: Brandy Cykala, 512-698-7434, brandy@austinpawpatrol.com

Blue Dog Rescue, Contact: Lisa Taylor, 512-914-6072, lisa@bluedogrescue.com

Williamson County Humane Society, Contact: Eran Albrecht, 512-260-3602 ext. 102, volunteer@hswc.net

Town Lake Animal Center, Contact: Carole Barasch, 512-972-6115, carole.barasch@ci.austin.tx.us