



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Palm Valley Animal Society Best Friends Animal Society Team Up with Adopets for First-Ever National Virtual Super Adoption

'Find Love Online' Event to Feature Adoptable Pets from Palm Valley Animal Society, May 27-31

Edinburg, Texas (May 27, 2020) — These days if someone suggests finding love online, one might question the wisdom and safety of that advice. But participating in Best Friends Animal Society's "Find Love Online" event might actually provide a boost for both your physical and mental health.

Utah-based Best Friends Animal Society has partnered with Adopets, a leader in adoption management software, to host a first-of-its-kind national virtual pet adoption event, which will gather thousands of adoptable animals from Palm Valley Animal Society and nearly 250 other Best Friends Network Partners across the country into a central "venue" where adopters can browse and meet pets, and complete the check-out process in one sitting. Best Friends Lifesaving Centers in Los Angeles, Salt Lake City, New York, and Atlanta, as well as their sanctuary in Kanab and programs in Houston, are also participating in the event. [Here is a list of participating groups.](#)

Best Friends partnered with Adopets to provide a seamless adoption experience for both adopters and participating organizations. The partnership helps shelters and rescues to meet the need for remote adopter engagement and to meet the increasing consumer preference for convenient online services.

Starting May 27, potential adopters can go to bestfriends.adopets.com and search for a local furry soul mate by typing in their zip code. Organizations using the Adopets platform to process adoptions during the event will be able to offer their adopters special incentives thanks to a few of our generous sponsors. HBO Max will contribute \$25 off to the first 800 adoptions, and Petco Foundation will also contribute \$25 off to an additional 800 adoptions. Those adopters will also receive a virtual adoption kit featuring several offers from our event sponsors including Wellness Natural Pet Food -- official pet food provider of Best Friends, Fresh Step -- official litter provider of Best Friends, Petco Foundation, HBO Max, 1800PetMeds and PAWZ.

This event is the first of its kind, bringing together Palm Valley Animal Society and animal organizations from across the country with one goal in mind: To help potential adopters Find Love Online. From the comfort of their homes, those looking to adopt can safely and securely apply to adopt a cat or dog, arrange a meet-and-greet, complete the adoption contract, pay the adoption fee and schedule their pet pickup.

"The Virtual Super Adoption gives us the opportunity to show our animals and provide them with fosters and adopters," says PVAS Executive Director, Donna Casamento. "This directly supports our mission: to provide lifesaving care, comfort, and compassion to animals in need by engaging the hearts, hands, and minds of our community."

As shelters and rescue groups across the country closed their doors in mid-March to protect the health and safety of employees and customers, many groups moved a majority or all of their animals into foster homes. Although about a quarter of these pets are being adopted by their foster families, tens of thousands still need adoptive homes. With some states beginning to loosen stay at home orders, shelters are facing a steady increase in intake as more pets need help. Shelters and rescue groups then adapted quickly to utilize existing technology to continue lifesaving, finding tools to showcase animals, and process adoptions virtually.

This is also a fantastic time to adopt because pets are just good for us. Numerous studies have determined that the presence of pets is beneficial for our physical and mental health. The companionship of animals has been shown to reduce stress, lower blood pressure, and lessen anxiety, helping people to feel calmer and more secure when the news from the outside world is distressing.

Event promo video:

https://p.widencdn.net/cvxnfy/200389_Virtual-Super-Adoption-Teaser_SQ_NP?download=true

Broll video: <https://p.widencdn.net/qjic0h/Foster-to-Success-Broll?download=true>

Palm Valley Animal Society is supporting Best Friends Animal Society's efforts to lead the way to make the country no-kill by 2025. Best Friend's works with shelters to provide them with many different avenues, including creating programs, providing grants, and helping Network Partners across the nation save lives. With tremendous support from the Rio Grande Valley Community, PVAS has increased its save rate and has achieved a 95% save rate to date in 2020.

Instagram: @pvastx

Facebook: <https://www.facebook.com/pvastx/>

About Best Friends Animal Society

Best Friends Animal Society is a leading national animal welfare organization dedicated to ending the killing of dogs and cats in America's shelters. In addition to running lifesaving programs in partnership with nearly 3,000 animal welfare groups across the country, Best Friends has lifesaving centers in New York City, Los Angeles, Atlanta, and Salt Lake City, and operates the nation's largest no-kill sanctuary for companion animals. Founded in 1984, Best Friends is a pioneer in the no-kill movement and has helped reduce the number of animals killed in shelters nationwide from an estimated 17 million per year to around 733,000. That means there are still about 2,000 dogs and cats killed every day in shelters, just because they don't have safe places to call home. We are determined to bring the country to no-kill by the year 2025. Working collaboratively with shelters, rescue groups, other organizations, and you, we will end the killing and Save Them All. To check out our community lifesaving dashboard and for more information, visit bestfriends.org.