



875 Oklahoma Avenue  
San Luis Obispo, CA 93405

## NEWS RELEASE

November 1st, 2015  
FOR IMMEDIATE RELEASE

Contact Information:  
Steve Kragenbrink, Marketing & Community Programs Director  
(805) 543-9316 ext. 19



### **Woods Humane Society Offers Black Friday Deal for Black-Coated Animals**

SAN LUIS OBISPO, Calif. – Woods Humane Society is bringing back the best Black Friday deal known to pet lovers: **all black-coated animals will have their adoption fees waived from November 27, 2015 to November 29, 2015.**

Normally, adoption fees range from \$65 to \$150 depending on the age and type of animal. However, the adoption fee for black-coated animals will be waived in order to increase their chances of finding homes.

“We want to show off all the wonderful black-coated animals we have,” said Steve Kragenbrink, Marketing and Community Programs Director. “This is the perfect opportunity to save an often overlooked shelter animal and give them a loving home for the holidays.”

In shelters, black-coated animals are often passed over for many reasons. Because there are so many of them, a lighter-coated dog or cat stand out and be more visible to an adopter’s eyes. There is also a cultural stigma towards black animals; books, fairytales and other fictional stories correlated black cats to witchcraft and bad luck, while black dogs, especially the large ones, are portrayed as mean and dangerous. Due to these reasons, black cats and dogs are about half as likely to be adopted as cats and dogs of other colors.

“Anyone who thinks poorly of black-coated animals has never owned one themselves,” Kragenbrink said. “Black dogs and cats are just as loving as every other animal, and just as deserving of a permanent home.”

All adoptable animals are spayed/neutered, vaccinated and microchipped. Visit [www.woodshumane.org](http://www.woodshumane.org) to view available animals or visit the shelter any day from noon to 6 p.m. at 875 Oklahoma Avenue San Luis Obispo, CA 93405.

Founded in 1955, Woods Humane Society has proudly served the homeless animals of San Luis Obispo County for 60 years. Woods Humane Society is an animal sheltering and welfare organization based in San Luis Obispo that annually places over 1,000 dogs and cats into loving homes and performs nearly 4,000 spay and neuter surgeries each year. Visit [www.woodshumane.org](http://www.woodshumane.org) to donate or learn more.

###

331 words

### **The Mission of Woods is**

To serve, protect and shelter homeless companion animals

To place animals in humane environments

To promote responsible pet ownership, provide humane education, and reduce pet overpopulation

To celebrate the human-animal bond.