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To: All Media

Fr: AuSable Valley Animal Shelter.

AUSABLE VALLEY ANIMAL SHELTER HAS NEW WEBSITE, RADIO PSAs

AuSable Valley Animal Shelter wants you to make pet adoption your 'first option' . . . and to they're getting the word out in some unique ways, including a brand new website:

www.ausablevalleyanimalshelter.org.

"We've always had a presence on-line," said shelter director Cheryl Postma. "But our new site is greatly expanded, with some wonderful new features. People can browse our site to see pictures of available dogs and cats. Not only that, we are featuring short videos of some of our pets. This allows people to literally visit our shelter from the comfort of their own home, whenever they want."

And the news is spreading.

"We routinely have people from hundreds of miles away adopt pets from us," said Postma. "These are people who have visited our site, saw a pet, and didn't care how far they had to drive. When someone finds their new best friend, they seem to know it right away. Our new site is really helping to find loving homes for our animals. That's what it's all about."

Visitors to the www.ausablevalleyanimalshelter.org can not only browse dogs and cats, but also find out about upcoming events, and learn what they can do to help. The shelter is a 501(c)(3) non profit organizations, and relies solely on donations and adoption fees to stay running.

In addition, AVAS has taken to the radio airwaves to help spread the message of pet adoption. Several public service announcements are airing locally on radio stations owned by Gannon Broadcasting Systems.

"Some of the radio PSAs are really funny," Postma said. "What we want to do is create awareness not only for our shelter, but for pet adoption in general. When people are looking for a pet, we want them to consider making adoption their first option. Many people don't realize that the perfect addition to their family might be waiting for them right here at AuSable Valley

Animal Shelter.”

It’s been a year of big changes for the progressive shelter. In July, they moved into a brand new facility a few miles north of Grayling on Old US 27, adjacent to the Crawford County fairgrounds. The spacious facility is the temporary home for dozens of dogs and cats.

“The word is ‘temporary,’” Postma said. “We make sure our animals have been spayed or neutered. All pets are vaccinated and up-to-date with their shots. We want to make sure that they’re healthy before they are placed up for adoption. We try to get them ready as soon as we can, so they can be adopted as soon as possible.”

And just where do the shelter dogs and cats come from?

“Most are picked up as strays,” Postma said. “In most cases, these animals had a home at one time. Once they’re picked up and brought here, we keep them for a few days and give their owners a chance to claim them and pick them up. Those that go unclaimed are put up for adoption. Or, sometimes a family moves or finds themselves in circumstances where they can no longer take care of a pet, and they’ll bring the animal to us. As a result, many of our dogs are housebroken, and some have been trained. Some are purebreds.

“The cats we have are gentle and loving. These are great, great pets, looking for a new forever-home. All we need to do is get the word out. We’re hoping that our new web site and public service announcements will do just that.”

AuSable Valley Animal Shelter is open Monday through Saturday from 10-3, and Sunday from 10-noon. Call (989) 348-4117. Donations can be sent to: AuSable Valley Animal Shelter, PO Box 384, Grayling, MI 49738.