



#WHY  
NOT  
ME  
PETS



FOR IMMEDIATE RELEASE

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## Introducing Shelby and the “Why Not Me?” Campaign



*(Shelby the “Super Pup”. Photos taken by – [Lara Grauer Photography](#))*

**Seattle, WA (Aug. 30, 2015)** - [Pawsitive Alliance](#) and the [Dugan Foundation](#) are excited to be collaborating on the new “Why Not Me?” campaign to help long-term homeless pets. The “Why Not Me?” campaign’s goal is to bring more attention to dogs and cats in Washington who have been homeless for months, some even years, to help them find their forever homes.

**Shelby, pictured here, is one of our “Why Not Me?” pets who is searching for her forever home. Shelby is an adorable Dalmatian blend who has been at [Regional Animal Services of King County \(RASKC\)](#) for nearly a year!** Shelby was found in an abandoned home and was terribly sick, but thanks to the care she has received at the shelter she is now healthy. Shelby is described as the “Super Pup” from the staff at RASKC; she is great with kids, cats and other dogs and is ready to make a lucky family complete. Anyone interested in adopting Shelby should contact RASKC at (206) 296-0100.

Pawsitive Alliance and the Dugan Foundation work closely with shelters and rescues across Washington. We know there are many amazing pets like Shelby who have been homeless for months, this is why we created the “Why Not Me?” campaign. We are assisted by photographers and writers who are volunteering their time and talent to help these wonderful pets and bring renewed attention to their unique beauty. The campaign launched back in April 2015, since then we have helped 25 long term homeless cats and dogs from eight shelter and rescue partners. We are thrilled that ten of those homeless pets have found forever homes.

To see the current “Why Not Me?” pets, visit <http://www.pawsitivealliance.org/why-not-me.html>.

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