



Kennebec Valley Humane Society

10 Pet Haven Lane
Augusta, ME 04330
(207) 626-3491
www.pethavenlane.org

Media Release

Contact : Hillary Roberts
Executive Director
Phone: (207) 626-3491 x 100
Cell phone: (207) 343-0803
Email: director@pethavenlane.org

July 13, 2011
For Immediate Release

Looking for a forever friend? Consider adopting a black cat from KVHS!

During the month of July the Kennebec Valley Humane Society (KVHS) will be offering a discount on the adoption fees for all black cats and kittens in their local shelter on Western Avenue in Augusta. Shelter officials say that black cats are the least adopted cats in their facility, and that they have many of these animals looking for homes.

“Across the country black cats have the lowest adoption rates and the highest euthanasia rates in shelters,” said KVHS Executive Director, Hillary Roberts. “At KVHS we see low adoption rates in our black cats compared to other cats, and we struggle to understand this statistic. We have a shelter full of sweet, curious black cats and kittens in need of loving homes. I hope that through waiving part of the fee community members will take a second look at our black cats and see what we see- beautiful animals with a lot of personality and love to give”.

Roberts said that it may be in part due to superstitions about black cats that make them the least adopted, but that these superstitions hold no truth. “Black cats aren’t any different than the often popular tabbies or calico cats in our shelter. They’re loving animals in need of homes- and that’s exactly what we’re looking for.” said Roberts. She also said that in some countries, such as England and Japan, black cats are considered good luck.

The discounted adoption fee for adult black cats will be \$25 and for kittens will be \$50. Ordinarily the fees are \$75 for adult cats and \$100 for kittens. All cats and kittens adopted from KVHS have been spayed or neutered and are up to date on routine vaccinations.

The Kennebec Valley Humane Society is open for adoption on Wednesday-Sunday from 11am-4pm. For more information please contact KVHS at (207) 626-3491 or visit www.pethavenlane.org.

###