

Holiday Adoption Campaign Aims to Place 1 Million Pets

Groups team up to help New York City's homeless cats, dogs.

Posted: Nov. 22, 2008, 3 a.m. EST

An alliance of groups has scheduled adoption drives throughout New York in hopes of placing 1 million cats and dogs. Homeless pets in New York City are at the center of a campaign that has set out to find permanent homes for 1 million cats and dogs this holiday season.

From now through Jan. 5, a partnership between the Mayor's Alliance for NYC's Animals and Iams Home 4 the Holidays seeks to heighten awareness for the need to place area shelter pets in new homes. According to these organizations, pet adoptions are needed this year more than ever because of foreclosures, job losses and other economic challenges.

To help address these issues, an active schedule of adoption drives has been launched throughout the city. The Mayor's Alliance, an umbrella organization that includes more than 140 shelters and rescue groups, would like to encourage responsible adoptions during the holiday season, said Jane Hoffman, president.

"By combining the dedication and passion of the remarkable shelters, rescue groups and volunteers that comprise the Mayor's Alliance with the inspiring and successful Iams Home 4 the Holidays program, we hope that more New Yorkers will open their hearts and homes to a new furry family member," Hoffman said in a statement.

The ultimate goal is to help place 1 million abandoned cats and dogs into homes during a time when shelters are overflowing with adoptable pets. Iams Home 4 the Holidays has placed more than 2 million pets into homes since it was founded by Helen Woodward Animal Center in 1999.