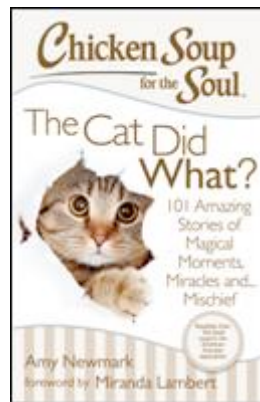
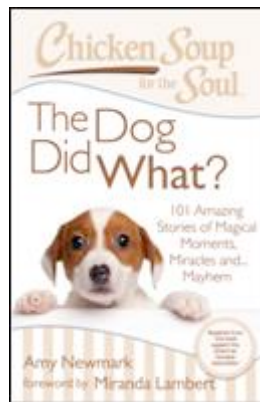




CHICKEN SOUP FOR THE SOUL PARTNERS WITH THE ANIMAL FOUNDATION TO PROMOTE PET ADOPTIONS IN LAS VEGAS

New pet parents adopting a dog or cat from July 22 – August 31 will receive a complimentary copy of new books, *Chicken Soup for the Soul: The Dog Did What?* or *Chicken Soup for the Soul: The Cat Did What?*

Click to Tweet: [@ChickenSoup4theSoul](#) to give new pet parents who adopt from [@animalfndlv](#) a copy of its new book 7/22 – 8/31 <http://bit.ly/1nt4IOI>



LAS VEGAS (July 15, 2014) – [Chicken Soup for the Soul](#), the world's favorite and most recognized storyteller, will join forces with [The Animal Foundation](#) in Las Vegas to encourage pet adoptions beginning July 22 and throughout the month of August.

New pet parents who adopt a dog or cat from The Animal Foundation during this timeframe will receive a complimentary copy of Chicken Soup for the Soul's newest books, *Chicken Soup for the Soul: The Dog Did What?* or *Chicken Soup*



for the Soul: The Cat Did What? by Amy Newmark.

Chicken Soup for the Soul will be in Las Vegas for [SuperZoo 2014](#), a national pet retail conference at Mandalay Bay Resort & Casino (July 22 – 24). Its partnership with The Animal Foundation will extend beyond SuperZoo throughout the month of August in celebration of “Dog-ust,” the unofficial birthday month for all shelter dogs.

“Chicken Soup for the Soul makes every effort to support the work of shelters and to promote adoption of dogs and cats,” said Amy Newmark, publisher, editor-in-chief and author of the last 100 Chicken Soup for the Soul books. “We use rescue dogs and cats as models on the packaging for our pet food, and we have been contributing to shelters for years. We wanted to find a way to make an impact on the Las Vegas community while we’re in town participating in SuperZoo; we’re proud to play a role in The Animal Foundations’ efforts to increase pet adoption in the city.”

Andy Bischel, director of development of the Animal Foundation, commented, “We’re incredibly busy this time of year averaging more than 1,000 dog and cat adoptions monthly, but we’re always looking for ways to increase that number. Chicken Soup for the Soul’s new books are a great way to get people excited about our cause while emphasizing the heartwarming and memorable impact a pet can have on one’s life.”

Now available for pre-order on Amazon, [Chicken Soup for the Soul: The Dog Did What?](#) and [Chicken Soup for the Soul: The Cat Did What?](#) each feature 101 inspirational and often hysterical stories about our canine and feline companions and the magic they bring to our lives. Newmark noted, “We are big supporters of the American Humane Association and we are happy that the royalties from this book will go to the Association to further its good work.”

Along with its acclaimed book titles, Chicken Soup for the Soul offers a line of pet food that will be on display at its SuperZoo booth, including dry and wet food for dogs and cats for all life stages. All Chicken Soup for the Soul pet foods are made with four proteins – turkey, chicken, duck and salmon – as well fresh fruits and vegetables. Making wholesome and balanced pet food is part of Chicken Soup for the Soul’s mission to share happiness, inspiration and wellness in everything it does.

To continue its “Dog-ust” celebrations, Chicken Soup for the Soul will host a



contest on its [Instagram](#) and [Facebook](#) pages from August 1 to August 31. Two new pet families and the two shelters they adopted from each will receive a free year of Chicken Soup for the Soul wholesome and balanced dog food for one canine companion; one of the two lucky families will be chosen from The Animal Foundation entrants. To enter, contestants must submit a photo or brief blurb about their pet to Facebook or include the hashtag #DOGust2014 in an Instagram post. Then they must rally their friends and family to vote for their furry friend to become the winner of this delicious prize.

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About Chicken Soup for the Soul

Chicken Soup for the Soul publishes the famous Chicken Soup for the Soul book series. In 2007, USA Today named Chicken Soup for the Soul one of the five most memorable books in the last quarter-century. With over 100 million books sold to date in the U.S. and Canada alone, more than 250 titles, and translations into more than 40 languages, "chicken soup for the soul" is one of the world's best-known phrases and is regularly referenced in pop culture. Today, 20 years after it first began sharing happiness, inspiration and wellness through its books, Chicken Soup for the Soul continues to delight readers and fans with new titles, but has also evolved beyond the bookstore. Its high quality products include wholesome and balanced pet food that recognizes the unique relationship between pets and people, a line of delicious, nutritious food, that makes it easier to bring people together around the table for healthy meals, as well as movies, television, licensed gifts, and a host of digital offerings, all of which are inspired by stories. Chicken Soup for the Soul is "changing the world one story at a time®". For more information visit www.chickensoup.com.

About The Animal Foundation

The Animal Foundation is a private, non-profit agency dedicated to making a difference in the lives of animals in the Las Vegas Valley. To promote the humane treatment of animals, The Animal Foundation operates Nevada's largest open-admission shelter (Lied Animal Shelter), taking in more than 40,000 lost, unwanted and abandoned pets every year. Additionally, the Foundation offers adoption services, lost and found services, volunteer and foster opportunities, and low-cost spay and neuter clinic and vaccination clinics. To learn more about The Animal Foundation or view adoptable pets online, visit animalfoundation.com.





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