



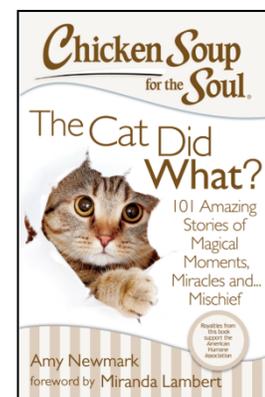
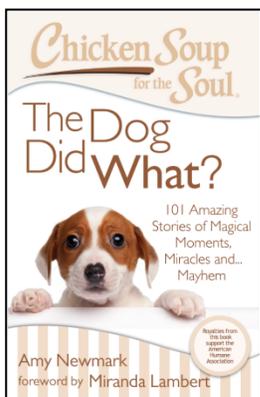
Society for the Prevention  
of Cruelty to Animals  
Los Angeles, since 1877

**For Immediate Release**

September 22, 2014

**CHICKEN SOUP FOR THE SOUL TO DONATE 6000 POUNDS OF PET  
FOOD TO SPCALA TO KICK OFF NATIONAL ADOPT A  
SHELTER DOG MONTH**

*New pet parents who adopt October 1 through October 12 will receive a complimentary bag of pet food and one of Chicken Soup for the Soul's latest bestselling pet titles*



**LOS ANGELES** – In honor of National Adopt a Shelter Dog month, [Chicken Soup for the Soul](#), the world's favorite and most recognized storyteller and super premium pet food company, will join forces with Society for the Prevention of Cruelty to Animals Los Angeles (spcaLA) to encourage pet adoptions beginning October 1 through October 12.

Along with donating 6,000 pounds of Chicken Soup for the Soul pet food to support the shelter's homeless animal initiatives, Chicken Soup for the Soul is also encouraging adoption by gifting a bag of Chicken Soup for the Soul pet food and a copy of, [Chicken Soup for the Soul: The Dog Did What?](#) or [Chicken Soup for the Soul: The Cat Did What?](#) to all new pet parents who adopt a dog or cat from spcaLA during this time frame.

"All of us at Chicken Soup for the Soul are passionate about helping shelters and promoting the adoption of cats and dogs," 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 in Los Angeles and spcaLA seemed like a perfect partner."

spcaLA President Madeline Bernstein commented, "spcaLA is honored that Chicken Soup for the Soul chose to help the abandoned and abused animals in our shelter with this donation. Because spcaLA is an independent nonprofit, we rely on the generosity of donors to help thousands of animals each year."

Now available in all major book retailers, [Chicken Soup for the Soul: The Dog Did What?](#) and [Chicken Soup for the Soul: The Cat Did What?](#) Each feature 101 inspirational and entertaining anecdotes about our canine and feline companions and the magic they bring to our lives. During their time in Southern California, Chicken Soup for the Soul will host a special luncheon for individuals from Los Angeles and

Orange County who have contributed stories to these books and many others on Saturday, September 27.

Chicken Soup for the Soul also recognizes the unique relationship between pets and people with its well-established line of pet food sold at independent pet specialty retailers across the country. The super premium pet food has chicken as the first ingredient and also includes – turkey, duck and salmon – as well as 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.

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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 the official pet food sponsor of the [American Humane Association's Hero Dog Awards](#), which will air on Friday, October 30 on the Hallmark Channel. The company is proud to support Staff Sergeant Michael Malarsie and his dog, Xxon, in the show's "Hearing and Guide Dog" category. After being blinded and wounded during combat in Afghanistan, Malarsie met Xxon who helped him return to work as the only blind Airman serving active duty in the Air Force. Malarsie and Xxon's love and courage truly embody Chicken Soup for the Soul's mission statement of "changing the world one story at a time®".

For more information visit [www.chickensoup.com](http://www.chickensoup.com).

### **About spcaLA**

Society for the Prevention Cruelty to Animals Los Angeles (spcaLA) is an independent, nonprofit animal welfare organization serving Southern California since 1877. There is no national SPCA, parent organization, or umbrella group that provides financial support to spcaLA. Donations run programs and services including Cruelty Investigation, Disaster Animal Response Team, Humane Education, and a variety of shelter services.

### **Media Contacts**

Kara Rutkin/Rachel Feinberg

Kirvin Doak Communications

[krutkin@kirvindoak.com](mailto:krutkin@kirvindoak.com) / [rfeinberg@kirvindoak.com](mailto:rfeinberg@kirvindoak.com)

702-737-3100