



FOR IMMEDIATE RELEASE

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**County of Los Angeles Department of Animal Care and
Control Teams Up with ASPCA and Bumble to Help Local
Dogs Find Homes this October**

Bumble to feature County of Los Angeles Department of Animal Care and Control's adoptable dogs in their app to kick off ASPCA's #FindYourFido campaign during Adopt a Shelter Dog Month

LONG BEACH (Oct. 4, 2018) — This October, during Adopt a Shelter Dog Month, the County of Los Angeles Department of Animal Care and Control (DACC) will be participating in the ASPCA®'s (The American Society for the Prevention of Cruelty to Animals®) national [#FindYourFido](#) initiative, a campaign focused on harnessing social media to expand awareness of dogs available for adoption in shelters and help them find safe and loving homes.

As part of this year's #FindYourFido campaign, networking app [Bumble](#) will be featuring dogs from DACC's Downey and Baldwin Park Animal Care Centers in their app October 1-6. During this time, Bumble users in Los Angeles will see profiles of adorable and dogs interspersed with their other connections.

DACC joins select animal shelters in New York City, Chicago, Los Angeles, Atlanta and Austin who are also taking part in this promotion.

“We wanted to make it easier for shelter dogs to get adopted while sharing the great work that the ASPCA does in communities across the U.S., and we're excited to feature adoptable dogs in Los Angeles to our incredible network of users,” said Naseem Scaglione, senior brand manager at Bumble.

DACC is one of the largest animal control agencies in the United States with seven open admission animal care centers serving unincorporated Los Angeles County and 47 contract

cities with a combined total population of over 3 million residents. In Fiscal Year 2017-2018, DACC animal care centers have found homes for more than 6,000 pets, 3,042 of which have been dog adoptions.

“County of Los Angeles Department of Animal Care and Control is proud to join Bumble and the ASPCA in this life-saving initiative on behalf of dogs in need,” said Marcia Mayeda DACC Director. “We encourage local supporters to help promote our wonderful and loving animals and spread the word that pet adoption should be everyone’s first choice when it comes to finding your next Fido.”

The ASPCA estimates that approximately 3.3 million dogs enter U.S. animal shelters every year, where they are waiting to be adopted.

“Connecting homeless animals with potential adopters – especially in new and vibrant media channels – is critical to saving and protecting their lives,” said Matt Bershadker, President & CEO, ASPCA. “We look forward to seeing this innovative collaboration among the ASPCA, Bumble, and local animal shelters help more vulnerable dogs find safe and loving homes across the country.”

In addition to swiping right on Bumble, DACC also encourages people to help support their participation in the ASPCA’s #FindYourFido campaign by:

- Helping our dogs find homes by becoming a digital ambassador. Simply share profiles of adoptable dogs from [our website](#) on your social media channels to grow their network of potential adopters.
- Come visit one of our seven animal care centers and adopt today! Special discounts this month on all dog adoptions.

PHOTOS: Images of dogs profiled in the Bumble app available upon request.

For more information about County of Los Angeles Department of Animal Care and Control, please visit <http://animalcare.lacounty.gov/>.

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