

**Popular GTHS Adoption Event Returns with a New Look....and Breed!**

**FOR IMMEDIATE RELEASE - Collingwood, ON (August 31, 2023)** - The popular Georgian Triangle Humane Society (GTHS) adoption event, historically known as Kittypalooza, returns next week with a new name – and breed! That’s right, the Kittypalooza adoption event is making its return as ‘ADOPTAPALOOZA’, and now includes reduced adoption fees for dogs and puppies, in addition to cats and kittens.

“It is no secret that we are seeing more animals arriving at our door, as pet parents struggle with housing insecurity, rising costs (including veterinary care) and access to resources, such as behavioural support,” states Sonya Reichel, GTHS executive director. “Since fewer people are opting to bring a dog or puppy into their lives, we thought we would think outside the box a little and include reduced adoption fees for dogs and puppies at this year’s event. We are seeing dogs staying with us longer than ever before, so we are willing to do whatever it takes to help them find loving homes”.

Adoptapalooza, sponsored by Sherry Rioux and Emma Baker of the Rioux Baker Team at Sotheby's International Realty Canada, will be held Friday, September 8th and Saturday, September 9th between 12pm and 4pm at the GTHS Animal Centre, 549 Tenth Line in Collingwood. To attract potential adopters and encourage adoptions, the GTHS has opted to significantly reduce adoption fees for the entire event. Kittens are just \$75 to adopt, cats \$50 and all adoption fees for dogs and puppies will be reduced by 25%. All adoption fees include the spay/neuter surgery, up-to-date vaccinations, parasite treatment, and a microchip.

“We are hopeful that this event will be a huge success and that we can find loving families for all the deserving animals, cats and dogs alike, currently in our care,” explains Karen Marsh, GTHS Animal Centre Manager. “This will help us relieve our capacity constraints in order to welcome more animals in our community who need us.”

**HOW TO ADOPT**

Visit the GTHS Animal Centre between 12pm-4pm on Friday September 8th or Saturday September 9th. The GTHS Animal Centre is located at 549 Tenth Line in Collingwood and animals for adoption can be viewed at <https://gths.ca/animals-for-adoption/> prior to the event.

**MEDIA CONTACT**

Kristin Holmes  
Marketing and PR Manager  
Georgian Triangle Humane Society  
[kristin@gths.ca](mailto:kristin@gths.ca)

**The Georgian Triangle Humane Society**

The GTHS is a non-profit charity that operates an Animal Centre serving the south Georgian Bay region by providing shelter for homeless animals and adopting them to caring families. They offer innovative programs that enhance and support the human-animal bond. These programs include Lifelong Learning, Access to Care and Animal Transport for pets in underserved communities.

