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PRESS RELEASE

April 23, 2009

Event Date: May 2, 2009

Event Time: 10:00 a.m. – 2:00 p.m.

Location: Placer SPCA
150 Corporation Yard Road
Roseville, CA 95678

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Who's Your Daddy? Breed Test Swab-A-Thon at Pet Fest, May 2

Roseville, CA – Dog owners get ready! Pet Fest at the Placer SPCA has something special to offer.

This free family-friendly event on Saturday, May 2 from 10:00 a.m. to 2:00 p.m. is popular with pet owners of all kinds for the games, contests, and pet-friendly vendors. This year, for the first time, Canine Heritage Breed Tests will be available for sale. For \$99.95, dog owners will be able to purchase a kit to find out the genetic heritage of their mystery mutts. The testing involves a simple cheek swab that can be performed at the event or at home. A portion of the proceeds will benefit the Placer SPCA.

“How often do we wonder: does my dog have the long nose of a spaniel or an Irish setter?” said Placer SPCA CEO Leilani Vierra. “I am sure some people will be very surprised by the results.”

While some are anxious to have the testing done to settle long running family debates, finding out the answer is not just about curiosity. Knowing the dominant breed of a dog can also prepare an owner for potential health issues and can be a key to understanding their dog’s behavior.

Also at Pet Fest this year, dog owners can have their pets evaluated for Canine Good Citizenship, a status that can potentially give them an advantage as renters or with homeowner insurance.

Other Pet Fest activities include dog games such as paw painting, musical sit, a costume contest, and more. Guests are invited to bring photos of pets to participate in the “So Ugly They’re Cute” and “Cutest Pet” contest. For this day only, the Placer SPCA will offer free adoptions to good homes for all adult cats and special adoption pricing for dogs. The event is sponsored by The Eagle 96.9, Sacramento’s Classic Rock, which will broadcast live from the Placer SPCA.

For more information, please visit the Placer SPCA website at www.placerspca.org/petfest or call (916) 782-7722 or (530) 885-7387. As Placer County’s local animal welfare experts, the Placer SPCA works toward the day when every adoptable companion animal has a home.

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