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## NEWS RELEASE

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### *Pit Idol 2010 a Big Hit in Rancho Cucamonga!*

#### **FOR IMMEDIATE RELEASE**

February 10, 2010

**City of Rancho Cucamonga, California** - The Rancho Cucamonga community has enthusiastically embraced *Pit Idol 2010*. In the first month hundreds of votes have been received. This unique one-of-a-kind contest was created to find the most charming Pit Bull at the Animal Care & Adoption Center. Ten homeless Pit Bulls have been using their charms to win hearts and open minds in the hopes of being crowned *Pit Idol 2010*, with two or three pack leaders clearly making a run for the title. Four of the *Pit Idol 2010* contestants have been adopted since the contest began in January! Bert, Bud, Jackson, and Louie are now doing well in their new homes. Anyone who voted for these lucky four should come in and revote to be eligible for the prize drawing.

*Pit Idol 2010* is the latest project in the Animal Center's campaign to restore and revive the reputation of this wonderful, but misunderstood breed. Animal Caretaker Victoria Johnson, who created *Pit Idol 2010* and other Pit Programs at the Center said, "The reality is the majority of Pit Bulls have the biggest hearts in the dog world and you won't find a breed that is more 'wiggly' and eager to please their human companions. Many of those who visit the

**-More-**

Center are beginning to realize that despite their tough exterior, properly socialized Pit Bulls are sensitive, loving, loyal, goofy, and intelligent. The Center has many ‘Happy Tails’ stories of Pit Bulls that have been successfully adopted. All Pit Bulls entering the Center are temperament-tested and potential adopters are carefully screened to ensure that they are a good match for the breed.”

The contest is absolutely free to enter. Center visitors are invited to walk through the kennel area to see the fabulous *Pit Idol 2010* contestants. Each contestant has a short “Bio” to help visitors make their choice and vote for their favorite. Their kennels have also been colorfully and artfully decorated using various themes from Valentine’s Day to Mardi Gras! Votes will be tabulated on March 1<sup>st</sup>, and the dog who receives the most votes will be crowned *Pit Idol 2010*. Participants who voted for the winning dog will automatically be entered into a drawing to win a grand prize of \$500! There will also be runner-up prizes for those who voted for the second and third place dogs: a Vizio LCD High Definition Television and an Ipod Nano.

*Pit Idol 2010* is sure to change the lives of at least three dogs at the Center. The winner will be awarded a full scholarship to Dogs Etc Dog Training where they will earn a coveted AKC Canine Good Citizen Certificate under the expert direction of trainer Cindy Scott. The runners-up will also win a basic scholarship to obedience school.

Did you know that Pit Bulls are often used in therapy work, search and rescue, and are excelling in obedience trials and agility?! Who knows where *Pit Idol 2010* will end up? 2010 is definitely the Year of the Pit! The contest is running until March 1<sup>st</sup> so get your vote in!

**For More Information** – For additional information, please call the Animal Care & Adoption Center at (909) 466-PETS (7387), visit the Rancho Cucamonga Animal Care & Adoption Center located at 11780 Arrow Route, Rancho Cucamonga, or visit the website at [www.rcpets.info](http://www.rcpets.info).

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