

For Immediate Release

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CONTACT: Anne Trinkle, Executive Director, Animal Alliance
annietrinkle@comcast.net , (609) 635-7006

**ANIMAL ALLIANCE OF NJ TO OPEN THE AREA'S FIRST FREESTANDING PET
ADOPTION CENTER**

**Robert W. Curts Memorial Pet Adoption Center to
Open April 2014**

(Lambertville, NJ): Animal Alliance of NJ is unveiling The Robert W. Curts Memorial Pet Adoption Center, located directly adjacent to the organization's Planned Pethood Clinic at 1432 Route 179 North, Lambertville. Opening in late April 2014, the state of the art adoption center will bring pets to people and signifies Animal Alliance's ongoing expansion, and continued dedication to animal welfare and the community at large.

The 2,000 square foot adoption and retail center is a warm, welcoming and well-ventilated space that allows dogs & cats to reside within a new pet-friendly environment until they are adopted into lifelong homes. The center features three meet and greet rooms for pets and prospective adopters to interact and become acquainted. Dogs will live comfortably in spacious cabins with glass fronts while cats and kittens will enjoy free roaming rooms with windows, perches, trees, and tunnels.

The center also provides an on-site veterinarian in the adjacent clinic to provide pre-adoption veterinary examinations and consultations. Potential adopters can visit the retail store to purchase the necessary food, supplies and accessories for their new pet. The full-service adoption center will be open 5 days a week from 12 to 4 pm. Appointments are recommended and walk-ins are always welcome.

"I have always envisioned a friendly, nurturing environment where the pets and their personalities can shine to form lasting connections with adopters," says Anne Trinkle, Founder of Animal Alliance. "The opening of the adoption center is both exciting and inspiring, and symbolizes the generous hearts of each and every donor who has brought us to this point, and organizations such as the Humane Society of The United States."

"The Humane Society of the United States (HSUS) is proud to fulfill the bequest of Robert Curts by allocating a \$50,000 grant to Animal Alliance for their new pet adoption facility," said Kathleen Schatzmann, New Jersey state director for the HSUS. Donations for the center are still being accepted including personalized paw prints and pet portraits for permanent display on the adoption center's wall that serve as an enduring tribute for families, pets and businesses. Donations can be made by visiting www.animalalliancenj.org.

Animal Alliance, a 501(c)3 nonprofit charitable organization, finds euthanasia to be an unacceptable fate for adoptable animals in shelters, who will lose their lives due to pet overpopulation. Animal Alliance places animals removed from shelters into temporary foster care where they are rehabilitated, spayed/neutered, restored to health, and readied for a speedy adoption. Through its Planned Parenthood Low-Cost Spay/Neuter Clinic, Animal Alliance offers spay/neuter community outreach services to substantially reduce pet overpopulation.

www.animalalliancenj.org