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FOR IMMEDIATE RELEASE:

White Sox Pitcher Mark Buehrle Launching Pet-Adoption Billboard and PSA Campaign Today

October 25 2010 (Chicago) White Sox pitcher Mark Buehrle has a message for the city of Chicago: adopt a shelter pet. Buehrle and his wife Jamie have partnered with Adopt-a-Pet.com, North America's largest non-profit pet adoption web service, for a public service campaign launching today in the greater Chicagoland area.

Starting today, Chicagoland residents will see light-hearted adoption-promoting billboards and televised public service announcements featuring Mark and Jamie Buehrle playing with their three dogs on the grass at U.S. Cellular Field. Funding for the billboards was generously provided by Nestlé Purina.

"Pets in Chicago's shelters are getting a boost today, thanks to Mark and Jamie Buehrle," says Adopt-a-Pet.com executive director Abbie Moore, "By speaking out about their passion for pet adoption, and educating people that they can go to Adopt-a-Pet.com and see photos and information about pets in shelters, they're truly making a difference in the lives of people and homeless pets."

Says Mark Buehrle, "Our dogs add so much to our lives, and our family wouldn't be complete without them. The shelters are filled with great pets, both mixed-breed and purebred. We recently adopted a purebred Vizsla. You can pretty much find any kind of pet you want in a shelter."

Adds Jamie Buehrle, "We're really excited to launch this campaign with Adopt-a-Pet.com, and we hope that everyone, no matter what team they root for, will become a fan of getting pets out of shelters and into loving homes."

The Buehrles are extremely active in companion-animal welfare issues. Together they founded Sox for Strays, a monthly pre-game adoption event that brings pets from local shelters and rescue organizations to U.S. Cellular Field. They are also funding a brand-new adoption and care center for Hope Animal Rescues, an Illinois-based rescue group.

Downloadable hi-res PSAs, b-roll and billboard artwork can be found at Adoptapet.com/chicagomedia.

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About Adopt-a-Pet.com:

Adopt-a-Pet.com is North America's largest non-profit pet adoption website, helping over 9,500 animal shelters, humane societies, SPCAs, pet rescue groups, and pet adoption agencies advertise their homeless pets to adopters. Over 200 Chicago-area animal shelters rely on Adopt-a-Pet.com's services to help them find homes for the pets in their care. Every month, Adopt-a-Pet.com displays photos and descriptions of adoptable pets to over 1.2 million people trying to adopt a pet. Funding for Adopt-a-Pet.com is provided by the passionate pet lovers at Nestlé Purina and Bayer Animal Health.