

GREETINGS FROM THE MONMOUTH COUNTY SPCA



The Monmouth County SPCA's brand new Homeward Bound Adoption Center at the Freehold Raceway Mall, one of the first pet adoption centers in a major US mall, is thriving thanks to your support. It is helping to promote responsible pet ownership and showing that adoption is the smart way to bring an animal into your home. After all, if we are going to advocate against puppy mills and irresponsible breeders, we need to provide a viable alternative to reinforce that message. When people step into our mall adoption center and hear what we are doing, the response is overwhelmingly positive.

Rescuing "at risk" puppies from the South and Puerto Rico is meeting demand in Monmouth County while also helping alleviate problems in source communities. Recently I had the opportunity to visit some partner shelters. I witnessed firsthand committed volunteers who have, with limited funding and virtually no municipal support, formed animal welfare organizations, established basic, open-air sheltering facilities, and implemented practical medical protocols consistent with our own. Together we are forging partnerships that address larger issues in animal welfare.

We could not continue to carry out our mission without the incredible support of people like you. More than 7,700 of you made gifts to our organization last year, and we are on track to involve even more of you this year. On behalf of the employees, volunteers and, of course, the animals, I thank you for your continued support of our mission.

Jerry Rosenthal,
Interim Executive Director



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Monmouth County SPCA
GRATEFUL DOG
DOG WALK & PET FAIR
2012
CORPORATE SPONSOR
RED BANK VETERINARY HOSPITAL

SAVE THE DATE!
SAT, OCT 6TH • 10AM-3PM
BROOKDALE COMMUNITY COLLEGE
LINCROFT, NJ

REGISTER ONLINE! MCSPCADOGWALK.ORG

Turn to pages 4 & 5 for more information!

DIRECTORY

Monmouth County SPCA

Homeward Bound Adoption Centers

260 Wall Street, PO Box 93
Eatontown, New Jersey 07724
Telephone: 732.542.0040
Fax: 732.542.4552

Website: www.monmouthcountyspca.org

HOURS OF OPERATION

Monday - Friday, 1PM-5PM
Saturday & Sunday, 12PM-5PM

Freehold Raceway Mall Lower Level
3710 Route 9

Freehold, New Jersey 07728
Telephone: 732.637.1960

HOURS OF OPERATION

Monday - Saturday, 10AM-9:30PM
Sunday, 11AM-7PM

MCSPCA Vogel Spay/Neuter Clinic

Appointments: 732.542.3125

Fax: 732.542.4552

Vaccine Clinic every Friday, 10:30AM-2PM

No appointment necessary.

Maureen O'Brien Cats & Dogs Thrift Store

NEW HOURS: Wednesday-Saturday, 10AM-5PM

Closed on Sunday, Monday & Tuesday

Donations accepted during business hours

732.542.5342

Dog Obedience Training

Positive, rewards-based training to help your dog become a good family companion.

Registration: 732.542.5467

Humane Law Enforcement Division

Chief Victor "Buddy" Amato: 732.542.0040

Board of Trustees

Daran Haber, MD- Acting President

Harvey Greller- Vice President

Christopher Nalbandian- Treasurer

Josephine Joel- Secretary

Pamela Knauer, Esq.

David Kelley

Alene Opatut, VMD

Kim Ruane, MBA

Laura Saker

Jerry Rosenthal- Interim Executive Director

SERVICES & PROGRAMS

- Animal Shelter
- Bereavement Counseling
- Cruelty Investigations
- Dog Obedience Training
- Flea & Tick Products
- Humane Education Program
- Humane Law Enforcement
- Lost & Found
- Low Cost Spay/Neuter Clinic
- Pet Adoptions
- Sponsor-A-Pet
- Thrift Store
- Vaccine Clinic
- Volunteer Program
- Wildlife Rescue Referrals

Please call
732.542.0040 to learn
more about any of our
services and programs.

Pup Nups

The MCSPCA was honored to be a part of the *Guinness Book of World Record's Most Expensive Pet Wedding* on July 12, where *Animal Fair* pet expert **Wendy Diamond** offered the paw of her rescued pup **Baby Hope** to be wed in fuzzy MUTTrimony.



The groom was chosen through a nationwide contest, and we decided to enter one of our adoptables. As a senior dog with some associated health problems, we hoped that **Sporty Spice** might benefit from a little extra promotion.

While Sporty didn't win the girl, he did find his "forever home" shortly before the big event. He also finished in the Top 10, earning him a coveted spot as flower dog in the doggie bridal party.

The PUPtials were held in loving memory of Baby Hope's older step-sister **Lucky**, who recently passed away after her fight with cancer. At \$158,187.26, all of the vendor services provided were donated to benefit the **Lucky Diamond Critical Care Ward** at the *Humane Society of New York*, named in Lucky's honor.

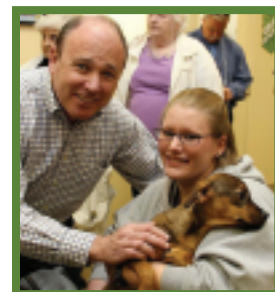
Please scan the QR code to the right with your smartphone to check out photos from the event on Wendy's Facebook page.



MCSPCA Freehold Update



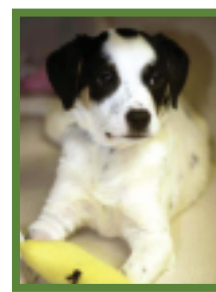
Our brand new Homeward Bound Adoption Center at the Freehold Raceway Mall has been open every Thursday-Sunday since April 26th, and has already saved the lives of more than 200 puppies and 100 kittens. The Center features a wide variety of items for people and pets, and will be open seven days a week starting this Fall- just in time for holiday shopping!



Interim Executive Director Jerry Rosenthal celebrates our very first Freehold adoption.



These kids enjoy a "Reading to Your Dog" demonstration with one of our Humane Education volunteers Kathy Wilson and her dog Lilly.



A Sato puppy waits for his new family at our Freehold Adoption Center.

EAT, DRINK • PLAY GAMES • SAVE LIVES!

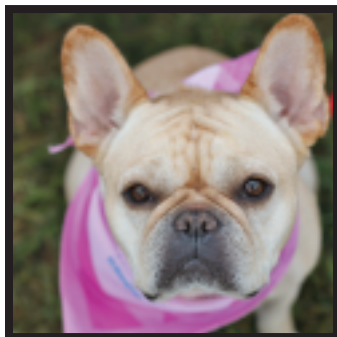
On April 21st, almost 300 guests joined us to **EAT, DRINK - PLAY GAMES - SAVE LIVES!** The event was a howling success and we are thrilled to announce that this year's Fur Ball raised more than \$115,000 for the homeless animals in our care- \$30,000 from the 50/50 alone!

SPECIAL THANKS TO:

Host **Tamsen Fadal** of *Pix 11 Morning News*. Musical guests **Brian Kirk & the Jirks**. Corporate Sponsors **Barnside Veterinary Hospital, Oakhurst Veterinary Hospital, and Red Bank Veterinary Hospital**. Diamond Paw Sponsor **Merrill Lynch Wealth Management, BLT Group**. Very special thanks to **Bruce Springsteen and Landau Management, Square Melon Communications, Victor Bubadias, Natalie Markova**, and the amazing staff at **Encore Event Center** in Freehold for making this event a success!



Where your purchases help support all the homeless animals of the MCSPCA!



TONS TO DO AND SEE THIS YEAR:

- WOOFstock-themed music and activities
- Vendors & shopping for people & pets
- Live music by The Wag
- Say hello to ELWOOD, winner of the 2007 World's Ugliest Dog Contest
- HUGE 50/50 Raffle - last year's winner took home over \$20,000!!
- Rescue groups and pet info booths
- Games and activities for the kids
- On-site adoptions
- Canine PUPtials Wedding Chapel
- Highly anticipated Costume Contest
- Sponsored veterinary seminars
- Food & refreshments for people & pets
- BRAND NEW demos, contests & more
- Also new- AN EXTRA HOUR of fun!

Turn to page 7 to register through the mail or SCAN THE QR CODE BELOW TO REGISTER ONLINE!



**QUESTIONS? stephanie@monmouthcountyspca.org
732.440.1558 MCSPCADOGWALK.ORG**

Saturday OCTOBER 6TH 10am-3pm

BROOKDALE COMMUNITY COLLEGE IN LINCROFT, NEW JERSEY

Grab a leash, throw on some tie-dye, and join the Monmouth County SPCA, with Corporate Partner Red Bank Veterinary Hospital, for our largest fundraising event of the year!

Last year's Walk was a tremendous success, attracting close to 2,000 people and their pets, and raising more than \$120,000 for the homeless animals in our care!

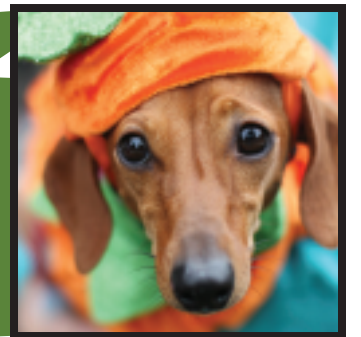
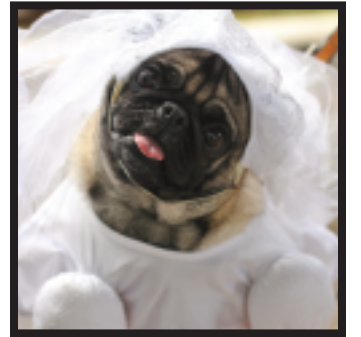
Want to see YOUR DOG in the logo next year? Register online and set up your FREE fundraising webpage, then collect pledges from friends and family on behalf of your dog. You don't even have to attend the Walk to qualify!

Collect the most pledges and your dog will be featured as the 2013 Honorary Chairdog for next year's Walk. Walk as little or as much as you'd like. It's not about how many miles you log, but the impact you'll have on the lives of thousands of homeless animals throughout Monmouth County.

Last year's Top Fundraisers AJ & Melissa Sfarra raised more than \$7,600 for the animals in our largest TOP DOG competition to date, and now their dog Pinot is featured on t-shirts, bandanas, flyers, postcards, banners and billboards throughout Monmouth County!

THE PAWTICULARS:

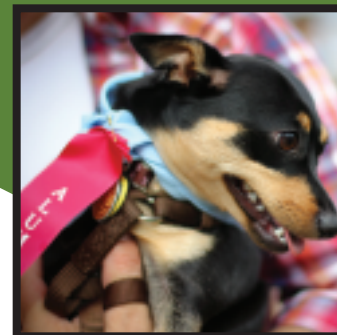
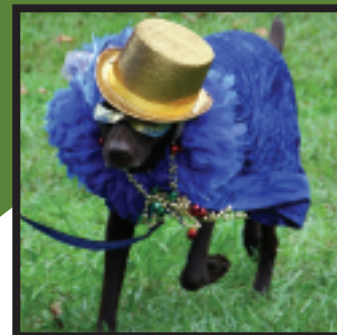
- Anyone attending the event with a dog (walking or not) must raise a minimum of \$25 in pledges, or pay \$30 admission at the door.
- All dogs MUST have current rabies tag, license, or proof of rabies vaccinations on the day of the Walk in order to enter.
- All dogs will receive a 2012 Dog Walk Doggie Bandana to wear during the event as proof of registration.
- Raise \$50 or more in pledges and receive a 2012 Dog Walk Collectable T-Shirt at the Walk.
- Registration forms and pledge money must be received by NOON on Friday, October 5th to be eligible for Top Fundraising Prizes.



WIN FOUR TICKETS AND E STREET LOUNGE PASSES TO BRUCE SPRINGSTEEN'S WRECKING BALL WORLD TOUR PERFORMANCE

In addition to the chance to have YOUR DOG featured in our 2013 Dog Walk & Pet Fair logo, we are adding a second competition to the event this year!

Collect the most pledges for the Walk as of NOON on Friday, September 14 and win FOUR tickets and ESL passes to Bruce Springsteen and the E Street Band's performance in East Rutherford, NJ at MetLife Stadium on Wednesday, September 19, 2012! Please visit our Facebook page at facebook.com/MonmouthCountySPCA for complete rules and details.





Monmouth County
SPCA

A NOT-FOR-PROFIT ORGANIZATION

260 Wall Street
Eatontown, NJ 07724

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U.S. POSTAGE
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PERMIT 289
RED BANK, NJ



GRATEFUL DOG WALK & PET FAIR 50/50 RAFFLE

LAST YEAR'S WINNER WENT HOME WITH OVER \$20,000!

DRAWING: Saturday, October 6th at 2:45PM during our 19th Annual Grateful Dog Walk & Pet Fair (winner need not be present).

TURN TO THE CENTER OF THIS NEWSLETTER FOR YOUR CHANCE TO WIN!

Additional raffle tickets will be available for purchase at the following locations:

- MCSPCA Eatontown
- MCSPCA Freehold
- Vogel Spay/Neuter Clinic
- Maureen O'Brien Cats & Dogs Thrift Store
- 2012 "Grateful" Dog Walk & Pet Fair
- Visit MONMOUTHCOUNTYSPCA.ORG for a complete list

UPCOMING EVENTS

MCSPCA 19th Annual "Grateful" Dog Walk & Pet Fair

When: Saturday, October 6 from 10AM-3PM
Where: Brookdale Community College in Lincroft, NJ
Turn to page 4 for more info, page 7 to register through the mail, or register online at MCSPCADOGWALK.ORG.

HSUSNJ Animal Welfare Legislation Seminar

When: Saturday, October 20 at 10AM
Where: MCSPCA Community Room
HSUSNJ State Director Kathleen Schatzmann speaks about current legislation and issues that affect animal welfare.

NASCAR's Cory Joyce Meet-and-Greet and Costume Contest

When: Saturday, October 27
Where: MCSPCA Eatontown Adoption Center
Visit our website for details!

JSRC 19th Annual Trick or Trot 5K Race, Fitness Walk & Pet Walk

When: Sunday, October 28 at 9:30AM
Where: Seven President's Park in Long Branch, NJ
People & pets costume parade, fun for the kids, food, refreshments & MORE! For more info, visit JSRC.org.

MCSPCA Home for the Holidays

When: Saturday, December 1
Where: MCSPCA Eatontown Adoption Center
Join us this holiday season in celebrating the miracles of new homes, new lives and new loves that happen every day at our Homeward Bound Adoption Center.

MCSPCA Valentine's Brunch- All They Need is LOVE

When: Sunday, February 10 at 11AM
Where: McLoone's Pier House at Pier Village in Long Branch, NJ
With or without a sweetheart this event is a great way to share your love with the homeless animals cared for by the MCSPCA.

MCSPCA 2nd Annual Fur Ball

When: Saturday, April 20, 2013 from 6PM-11PM
Where: Encore Event Center at iPlay America in Freehold, NJ
Live music by Brian Kirk & the Jirks, open bar, great food, and a huge auction followed by laser tag, go carts, boardwalk games, rides and more!



*For more info about upcoming events, please scan the QR code with your smartphone or visit the **EVENTS** section of our website at MONMOUTHCOUNTYSPCA.ORG*

PHOTO CREDITS: All of the photos used in this newsletter are courtesy of AnimalFair.com, RBVH-nj.net, Victor Bubadias Photography, Natalie Markova Photography and Ken McKeel Photography.

Fast Fact: Dog and cat nose prints are as unique as human finger prints.