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For Immediate Release

West Coast Pet Expo announces its 2009 Pet Charity Partner

RIVERSIDE, CA. –September 1, 2009 – It is with great excitement and anticipation, that West Coast Pet Expos, LLC announces the winner of the 2009 Pet Charity Partnership. This year's winner is the West End Shelter for Animals in Ontario, CA.

West Coast Pet Expos, LLC received more than 20 qualified applications and carefully reviewed each of them for content and criteria related to rescue efforts and accomplishments. Marti Michalis, Vice President of Operations said, "It was a difficult decision choosing one rescue group. West End Shelter sent a 31 page document detailing their accomplishments, goals, and expansion plans. Their Board of Directors showed us they were really serious about becoming the West Coast Pet Expo Pet Charity Partner. West End Shelter has been giving back to the community since 1954 and we are very proud to partner with them and to give something in return."

Their shelter was chosen for many reasons including:

- They are a "no kill" shelter rescuing dogs and cats in the greater Inland Empire area.
- They offer low cost vaccination clinics every Tuesday and Saturday
- West End educates the public on the importance of spay/neuter
- They have provided 55 years of animal service to this community
- West End averages 800 adoptions per year and has placed more than 40,000 animals into "forever" homes
- They have a solid 5 year plan for building improvements and expansion

The announcement was made on Monday, August 31st to the Board of Directors at West End Shelter. "We are very thankful and just overwhelmed with excitement that you chose our shelter," said Anne Linquist during a call with the executive board at West Coast Pet Expos.

The West Coast Pet Expo will take place November 14th and 15th at the Fairplex in Pomona. There is an expected attendance of 15,000-20,000 people. The Pet Expo includes entertainment, demonstrations, educational seminars, animal shows, pet adoptions, competitions, and fun for everyone.

For more information about the West Coast Pet Expo or to become an exhibitor, sponsor, or a volunteer please go to www.westcoastpetexpos.com

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