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For Immediate Release

## The West Coast Pet Expo's Pet Charity Partnership

**Riverside, CA - August 11, 2009** - West Coast Pet Expos, LLC announced today a partnership opportunity at their upcoming expo, for a deserving pet charity. In an effort to realize their mission of "Bringing people, pets, and their communities together", West Coast Pet Expo will be accepting applications from all qualified rescue and adoption groups who are interested in becoming the official Pet Charity Partner for the expo.

All pet adoption and rescue groups are encouraged to apply to become the Pet Charity Partner for the 2009 West Coast Pet Expo. The application process is open and will continue through August 24th, 2009 with the winning charity announced August 31st. In addition to added exposure and raised awareness of the chosen charity, a portion of the West Coast Pet Expo pre-sale tickets and the proceeds from a two-day raffle during the expo will be donated to the West Coast Pet Expo's Pet Charity Partner.

Christine Lombard, Director of Marketing for West Coast Pet Expos LLC, said "The idea came to us during a meeting with KFROG's station manager. We wanted to do more than just showcase rescue groups at this event. We want to make a monetary contribution and give back to animals that need a permanent home and this idea accomplishes both." For its part, KFROG has stepped up as media sponsor agreeing to donate the money for the raffle prize, which is a fishing boat, to the Pet Charity Partner.

The West Coast Pet Expo will be held on November 14th and 15th at the Fairplex in Pomona from 10am-5pm. The Pet Expo, is a one of a kind event bringing cat, dog, horse and exotic animal communities together. The event will include a pavilion for adoption and rescue groups, animal shows, exhibitors, the World's Tallest Dog, Traveler the USC mascot, exotic cats, horses, riding gear, raffles, contests, food and entertainment for everyone.

For more information about the West Coast Pet Expo, to become an exhibitor, or to apply to become their Pet Charity Partner please go to:

[www.westcoastpetexpos.com/petcharitypartnership.html](http://www.westcoastpetexpos.com/petcharitypartnership.html)

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