



Operation Kindness Breaks Adoption Records in 2012, 2013 No-Kill Shelter Finds Forever Homes for 6,868 Animals during Two-Year Period

CARROLLTON, TEXAS (January 31, 2014)...For the second year in a row, [Operation Kindness](#) – the oldest and largest no-kill shelter in North Texas – had a record-breaking year, adopting out 3,704 animals. The 2013 adoption numbers are the highest in the shelter’s 37-year history – 540 more than the previous record, which was set in 2012.

“During the past few years, we’ve had consistent growth with adoption rates more than 10% greater year-over-year. We’re grateful to everyone who’s helped make this possible,” said **Operation Kindness** CEO Jim Hanophy. “The biggest factors are referrals from family and friends who have previously adopted from **Operation Kindness** and our amazing volunteers, who help raise awareness through offsite events and fostering, as well as the hours they donate providing exceptional care and attention to get the animals ready for adoption.”

Other contributing factors of note include:

- A new partnership with the Galleria Dallas, which hosted two adoption events in 2013 for **Operation Kindness** that resulted in 173 adoptions
- The introduction of a mobile site, improving access to adoption information on smart phones
- Increased awareness of **Operation Kindness** through special events, corporate and community education programs, and marketing and public relations efforts

“More than anything, we want to thank everyone who adopted this year. It’s amazing to be a part of this process – of helping families find the right dog or cat, and knowing those animals are going to their forever, loving homes. Plus whenever an animal is adopted out, the shelter is able to take another one into our care; so whenever you adopt, you’re helping other dogs and cats as well as your very own,” adds Hanophy.

At **Operation Kindness**, adoption fees are \$110 for adult cats, \$135 for kittens under one year, \$160 for adult dogs and \$185 for puppies under one year. Adoption fees help cover the costs of caring for the animals at **Operation Kindness**, such as food, medicine, tests, spay/neuter surgery, other surgeries, medical procedures, rehabilitation and recovery.

Operation Kindness is the oldest and largest no-kill animal shelter in North Texas. Each day **Operation Kindness** cares for an average of 300 animals at its Carrollton, Texas, shelter with an additional 100 animals living in its foster home network. **Operation Kindness** has saved more than 75,000 animals since its inception. Learn how to adopt, donate or volunteer by visiting www.OperationKindness.org or by calling 972-418-PAWS.

###

Contact:

Jo Trizila
TrizCom Inc.
jo@trizcom.com
Office: 972-247-1369



Frazier – Hound/Great Dane - 3 months



Sassy – Domestic – 12 years & 5 months

Cell: 214-232-0078