

# Press Release

## SICSA's "Furry Black Friday" Sale

For Immediate Release

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### SICSA Announces "Furry Black Friday" Sale

Kettering, Ohio, November 16, 2011 - The Society for the Improvement of Conditions for Stray Animals (SICSA) is excited to announce its first-ever "Furry Black Friday" Sale. The sale will offer a 30% discount on the current adoption prices for all-black or predominantly black dogs and cats currently available for adoption at SICSA. This discount pricing will be offered on Friday, November 25<sup>th</sup> during SICSA's regular business hours—from 12pm-7pm—to promote the adoption of black animals whom potential adopters might otherwise pass by.

"So many homeless black animals are overlooked in shelters because of their color. SICSA would like to celebrate our amazing black animals this Black Friday," said Alicia Sanders, Adoption Manager at SICSA.

Like many pet adoption centers and animal shelters, SICSA endorses the "Don't Shop, Adopt" slogan, and encourages potential pet owners to adopt a dog or cat who might otherwise remain homeless, rather than contributing to the pet overpopulation crisis by purchasing a dog or cat from a breeder or pet store. "Don't shop, adopt from SICSA this Black Friday," continues Sanders, "and give a homeless dog or cat the most extraordinary gift this holiday season—the gift of a forever home."

SICSA encourages members of the community to forgo the chaos and commercialism of the traditional Black Friday experience, and instead stop by its Pet Adoption Center to visit with homeless dogs and cats who are currently awaiting their forever homes.

"Instead of buying material goods, you can provide the lasting gift of a forever home to an animal in need this Black Friday," adds Sanders.

For more information about SICSA's "Furry Black Friday Sale," visit [www.sicsa.org](http://www.sicsa.org) or call SICSA's main office number at (937) 294-6505.

#### About SICSA

Originated in 1974, SICSA was started as an alternative to the traditional animal welfare system with a mission of improving the lives of stray animals and promoting adoption. The organization runs an Animal Adoption Center in Kettering at 2600 Wilmington Pike, which is open seven days a week to the public for those interested in bringing a companion animal into their home. For more information about SICSA, please log onto their website at [www.SICSA.org](http://www.SICSA.org) or call the Adoption Center at (937) 294-6505.

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