



Press Release:  
SICSA's "Furry Black Friday"  
For Immediate Release

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## SICSA Announces "Furry Black Friday" Adoption Special

November 14, 2018—Kettering, OH –SICSA Pet Adoption Center is excited to announce its "Furry Black Friday" Adoption Special. The promotion will offer "name your own price" adoption fees for all adoptable pets. This pricing will be offered on **Friday, November 23rd during SICSA's regular business hours - 12pm-7pm.**

"We want to spread the word about the 'name your own price promotion' in hopes that families will add SICSA to their list of Black Friday destinations", says Jessie Sullivan, Director of Adoption and Placement Services at SICSA. "People can give a homeless dog or cat the most extraordinary gift this holiday season—the gift of a forever home."



Guests can stop by SICSA's adoption center on Black Friday to visit with adoptable pets who are currently awaiting their forever homes. "Because adopters get to decide the fee, we expect a big crowd, but we try to make it a fun atmosphere and provide refreshments and activities for kids during the wait," Sullivan says.

Amongst the many adopters during last year's Furry Black Friday event was Morgan Pritchett, who adopted a dog, Ellie. "I had never adopted an animal on my own before, and I was pleasantly surprised at how quick and easy SICSA made the process," said Pritchett. "They helped me find a great match, and I would recommend adoption to anyone looking to add a pet to their home."

SICSA will also have a decorated **Giving Tree in the lobby**. The Giving Tree will contain dozens of animal ornaments, each with a short list of animal care items such as treats, toys, bedding, or gift cards. Guests can choose an animal ornament from the Giving Tree and then purchase the items to donate to SICSA. The gifts may be dropped off at SICSA anytime during open hours: Mon.-Sat. from 12-7pm and Sunday from 12-4pm.

For more information about SICSA's "Furry Black Friday" adoption promotion or other holiday activities, visit [www.sicsa.org](http://www.sicsa.org) or call SICSA 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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2600 Wilmington Pike , Kettering, OH 45419  
[www.sicsa.org](http://www.sicsa.org)