

FOR IMMEDIATE RELEASE

Berkeley-East Bay Humane Society to join Comcast's "Pets on Demand"

Berkeley, Oct 17, 2006— The **Berkeley-East Bay Humane Society** will join Comcast's On Demand program "**Pets on Demand**". The program features short segments of various animals available for adoption in participating animal shelters.

"Pets on Demand" was launched in the Bay Area in early June and featured animals from two Bay Area animal shelters. It successfully generated over 69,000 views in its first month and significantly increased the number of interested adopters at those shelters.

The Berkeley-East Bay Humane Society is happy to join the program to increase the visibility of their adoptable dogs and cats. BEBHS Executive Director, Mim Carlson, says, "We are incredibly grateful to Comcast for bringing our wonderful shelter animals to the public. Comcast is helping us make sure that homeless animals in Berkeley get the second chance they need for a loving new home."

Each segment consists of a staff member interacting with and talking about each individual animal (five dogs and five cats), allowing the viewer to more clearly see the animal's personality. Comcast subscribers in the Bay Area can access "Pets on Demand" on Channel 1 under the "Bay on Demand" folder.

The mission of BEBHS is to place homeless animals with committed caretakers; develop healthy relationships between pets and people through education, training and counseling; and promote the humane treatment of all animals.

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Contact: Anne Barron
(510) 845-7735 ext. 19
abarron@berkeleyhumane.org