



NEWS RELEASE

MAS Surpasses its Goal of 7,000 New Beginnings for 2018

Shelter ends 2018 with an 88 percent save rate



Memphis, Tenn., Jan. 1, 2019 – Memphis Animal Services today announced that in 2018 they reached an historic milestone of processing more than 7,000 adoptions and rescue transfers in one year, ending the year at an all-time high 88 percent save rate.

The shelter continued its tradition of offering a special adoption rate the last few weeks of December in order to place as many pets as possible in homes for the holidays. MAS started a promotion in mid-December offering \$18 adoptions for all dogs and cats, compared to their regular adoption fees of \$40-80. This year's promotion was

even more successful than last year's, resulting in 16 percent more public adoptions than the same promotion in 2017, which was directed toward a goal of 6,000 adoptions and rescue transfers.

"7,000 was a stretch goal, and we honestly weren't sure if we would hit it this year, but we wanted to try anyway and see if we could save more lives than we thought possible," said Alexis Pugh, MAS director. "But thanks to so much wonderful support from our community, we hit the goal on December 28 and still had several days to add to it!"

The 7,000th and 7,001st adoptions of 2018 were brother kittens, Rudy and Ricco, who were adopted on December 28 by the Miles family. They are pictured above with their new family.

Despite an intake increase of 8 percent over last year, MAS ended 2018 with a save rate of 88.2 percent, up from 84.8 percent in 2017. In addition to 3,911 public adoptions and 3,172 rescue transfers in 2018, the shelter also reunited 629 lost pets with their families, for a total of 7,712 this year. Overall euthanasia was reduced by 21 percent.

Memphis Animal Services offers a wide range of programs and services including the sheltering of lost and homeless animals, pet adoption and placement, handling of animal control reports, dog licensing, cruelty investigations, humane education, and more. Memphis Animal Services saved 88 percent of the pets in its care in 2018 and is working toward the goal of saving every healthy, adoptable pet. For more information, visit www.memphisanimalservices.com, call 901-636-1416, or visit the facility at 2350 Appling City Cove. To become a fan of Memphis Animal Services on Facebook go to: <https://www.facebook.com/memphisanimalservices/>. Follow Memphis Animal Services on Twitter & Instagram @AdoptMAS.