



**OPERATION KINDNESS ENCOURAGES COMMUNITY TO ADD A NEW FAMILY MEMBER DURING
PETSMART CHARITIES 30th ANNIVERSARY NATIONAL ADOPTION WEEK**

Adopt a cat or dog during PetSmart Charities National Adoption Week, July 15-21

July 8, 2024 – DALLAS, TEXAS — It's [kitten season](#), when scores of vulnerable kittens and cats are flooding into already full shelters, looking for people to love. [Operation Kindness](#) is proud to partner with PetSmart Charities® to bring adoptable pets to the organization's [PetSmart Everyday Adoption Center](#) as well as local PetSmart stores across North Texas in support of the 30th Anniversary National Adoption Week, taking place July 15 – 21, 2024.

PetSmart Charities National Adoption Week in July coincides with kitten season, referring to the annual boom of kittens following peak breeding season for cats. Kittens are particularly vulnerable, and many shelters work overtime to meet their needs for care and feeding. During the in-store events, Operation Kindness invites all pet-lovers to come by and meet adoptable pets and spread the word in support of finding families for as many pets as possible during July National Adoption Week.

During National Adoption Week, potential pet parents can interact with adoptable pets from local animal welfare organizations at PetSmart stores across the country. With staff and volunteers on hand to help potential adopters, visitors can spend time with the cats, dogs, kittens and puppies available.

“We are thrilled to partner with PetSmart Charities this month to help even more Operation Kindness dogs and cats find loving homes,” said Ed Jamison, CEO of Operation Kindness. “The PetSmart Everyday Adoption Center and our relationship with PetSmart stores across North Texas makes it easy to take home an Operation Kindness animal with everything you need for a happy start.”

To view all available pets for adoption, please visit Operation Kindness' [website](#).

“For 30 years now, PetSmart Charities and local partners have been helping pets find people to love,” said Heidi Marston, director of Pet Placement Initiatives at PetSmart Charities. “Shelters across the country are full, and pets of all ages, breeds and temperaments are looking for their families. This National Adoption Week, we are putting a special focus on our feline friends with scores of kittens entering shelters & rescues in need of adoption – and we can't do it without your support! If you have room in your heart and home, please consider adopting or fostering!”

WHEN/WHERE:

Adoptable pets will be available the [Operation Kindness PetSmart Everyday Adoption Center](#) and at the following times and PetSmart locations:

Saturday, July 20, 11:00 AM – 2:00 PM

[PetSmart Addison](#) and [PetSmart Flower Mound](#) adoption events

Sunday, July 21, 11:00 AM – 2:00 PM

[PetSmart Inwood](#) adoption event

Note to Editors: Photos and b-roll footage of adoptable pets are available upon request. To view request editorial materials, please contact lwatson@operationkindness.org.

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About PetSmart Charities®

PetSmart Charities is committed to making the world a better place for pets and all who love them. Through its in-store adoption program in all PetSmart® stores across the U.S. and Puerto Rico, PetSmart Charities helps up to 400,000 pets connect with loving families each year. PetSmart Charities also provides grant funding to support organizations that advocate and care for the well-being of all pets and their families. Our grants and efforts connect pets with loving homes through adoption, improve access to affordable veterinary care and support families in times of crisis with access to food, shelter and emergency relief. Each year, millions of generous supporters help pets in need by donating to PetSmart Charities directly at PetSmartCharities.org, while shopping at PetSmart.com, and by using the PIN pads at checkout registers inside PetSmart® stores. In turn, PetSmart Charities efficiently uses more than 90 cents of every dollar donated to fulfill its role as the leading funder of animal welfare in North America, granting more than \$500 million since its inception in 1994. Independent from PetSmart LLC, PetSmart Charities is a 501(c)(3) organization that has received the Four-Star Rating from Charity Navigator for the past 18 years in a row – placing it among the top one percent of rated charities. To learn more visit www.petsmartcharities.org.

Connect with PetSmart Charities on social media:

Instagram: [@PetSmartCharities](https://www.instagram.com/PetSmartCharities)

Twitter: [@PetSmartChariTs](https://twitter.com/PetSmartChariTs)

Facebook: [Facebook.com/PetSmartCharities](https://www.facebook.com/PetSmartCharities)

YouTube: [YouTube.com/PetSmartCharitiesInc](https://www.youtube.com/PetSmartCharitiesInc)

24-Hour PetSmart Charities

Mediarelations@petsmart.com [\[NR1\]](#)

About Operation Kindness

Operation Kindness, a 501(c)(3) non-profit animal welfare organization, operates a lifesaving animal shelter and programs to assist people and pets. Founded in 1976, Operation Kindness is a pioneer in Texas for assisting animals in need of veterinary care, companionship and most of all, a home.

In addition to pet adoptions and lifesaving medical care, Operation Kindness' programs provide foster care for vulnerable animals, behavior and training support for pet parents, affordable veterinary services for community pets, a pet food pantry, volunteer opportunities and professional training. To learn more about Operation Kindness, please visit their website at www.operationkindness.org.

Media Contact

Natalie Ritcher, Senior Director of Marketing and Communications, Operation Kindness

972-813-9944

nrichter@operationkindness.org