

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

212



FROM: Community Health Agency
Department of Animal Services
SUBJECT: Donation of New Adopted Pet DVD

SUBMITTAL DATE:
April 6, 2007

RECOMMENDED MOTION: That the Board of Supervisors: 1) Receive and file the attached letter of donation by Bayer Animal Health of 12,000 New Adopted Pet DVDs from petsincredible.

BACKGROUND: The County of Riverside Department of Animal Services provides all pet adopters with DVDs. These DVDs, "Training Your Adopted Dog" and "Your Adopted Cat" produced by petsincredible are designed to teach animal adopters how to prevent and solve most common behavior problems that often lead to the return of adopted pets. This donation is valued at \$12,000. The DAS was selected as one of four hundred organizations across the United States to receive this generous donation. The attached letter (Attachment 1) is the donation award.

RM:BW

RM:rkp

Robert Miller for
Robert Miller, Director

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	N/A
	Annual Net County Cost:	\$ 0	For Fiscal Year:	n/a

SOURCE OF FUNDS:	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE

Delna Couinger

County Executive Office Signature

- Dept't Recomm.: Consent Policy
- Per Exec. Ofc.: Consent Policy

Prev. Agn. Ref.: District: ALL Agenda Number:

ATTACHMENT 1



petsincredible™

www.PetsIncredible.com • 1-866-364-7383 • 405 S. Pinellas Ave. • Tarpon Springs, FL 34689



Spring 2007

*"We include a PetsIncredible DVD with every adoption.
Our return rate has virtually been eliminated."*

- Leigh Grady, Animal Shelter Inc. of Sterling



Dear Animal Shelter:

Great News! Bayer Animal Health has joined us in our mission to help reduce returns of your adopted pets for behavior issues! Thanks to Bayer, you will soon receive your first shipment of PetsIncredible's "Training Your Adopted Dog" and "Your Adopted Cat" DVDs to hand out free to every new adopter. (DVDs will be shipped to your shelter on a quarterly basis.)

If you're not familiar with our revolutionary shelter DVD program, you're in for a treat! Our award winning DVDs will teach your adopters how to prevent and solve the most common behavior problems that often lead to the return of your adopted pets.

Animal welfare organizations typically pay for these DVDs, but thanks to a generous sponsorship from Bayer Animal Health, they will be absolutely free to all of your dog and cat adopters for the next year! (Only about 400 organizations across the country were selected!)

You can help us ensure the success of our partnership with Bayer Animal Health in two ways. First, use and promote Bayer Animal Health products, like Advantage and K-9 Advantix at your shelter. Through June 30th, Bayer is offering your organization 20% off any of their animal healthcare products. (To take advantage of this discount, contact your Bayer Animal Health representative by June 30th.) You can also help us by acknowledging Bayer for their generous DVD sponsorship by writing or emailing:

Mr. Thomas Hopper
Bayer Animal Health
12808 Shawnee Parkway
Shawnee, KS 66216
Email: Thomas.hopper.b@bayer.com

Bayer also wants to help shelters reunite lost pets with their parents. They're distributing 20,000 free universal scanners to shelters across the country! They are also offering special shelter pricing on the first *universal microchip* called ResQ, which includes free registration for the life of the pet.

Sincerely,

Traci Theis

Trainer & Director of Shelter Relations
Animal Planet PetVideo / PetsIncredible