

Indianapolis, Indiana, April 23, 2011 – reTails, Inc., featuring 100% rescued pets, announces its 500th pet adoption since its store opening in October 2010



reTails, Inc., a local nonprofit created to bring adoptable animals and solutions for pet owners right into Indianapolis neighborhoods, announces its 500th adoption since opening its first permanent store in Washington Square Mall in October of 2010. Number 500 occurred today, Saturday April 23rd, when a Border Collie named Freckles was adopted by a local family.

“reTails is proud to have reached this milestone and especially delighted that these 500 animals, whose fate was otherwise grim, are now in loving, responsible homes. With the public’s support, we look forward to saving and finding homes for hundreds more animals this year” says reTails President, Greg Brush.

By helping pet owners solve problems that lead to the surrender of pets to local shelters, coupled with providing people a convenient way to adopt rescued cats and dogs, reTails is committed to rescuing as many animals as possible. “What’s unique about reTails is that we create opportunities for people and pets to meet when they otherwise might not have. Animal shelters are not always a top destination for pet adoption. They are sometimes too far or not

convenient due to a potential adopter's work schedule, among other reasons. reTails is helping more wonderful animals find homes because we are breaking through those barriers" states Store Manager and Marketing Coordinator, Sandy Kemp.

More than 9,000 animals were put to death in municipal Indianapolis shelters in 2010, approximately one every 57 minutes.

reTails, Inc. is an Indiana-based 501(c)(3) nonprofit. It was founded in January of 2010 by a group of animal welfare volunteers whose goal is to slow and eventually end the killing of adoptable cats and dogs by making pet adoption more convenient and by providing resources to the public to minimize the number of animals surrendered to shelters. In October of 2010, reTails opened its first permanent store in Washington Square Mall. It also holds traveling adoption events at convenient retail locations across the Indianapolis metropolitan area. Visit About reTails www.retailsindy.org for more information.

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