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**FOR IMMEDIATE RELEASE**

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**ZAPPOS.COM, BEST FRIENDS ANIMAL SOCIETY AND MILWAUKEE AREA DOMESTIC ANIMAL CONTROL  
ANNOUNCE “HOME FOR THE PAWLIDAYZ” PET ADOPTIONS**

***For the second year, Zappos.com will sponsor free pet adoptions from Black Friday through Cyber Monday***

**Milwaukee, WI November 23, 2016**— [Zappos.com](http://Zappos.com), the online retailer known for its exceptional customer service, today announced it will work for a second year with [Best Friends Animal Society](http://BestFriendsAnimalSociety.org) to sponsor pet adoptions this holiday season. Beginning on Black Friday and continuing through Cyber Monday, customers will have the opportunity to adopt a dog or cat through the Zappos.com Pawlidayz initiative. The company has pledged to donate a total of \$1.25 million to Best Friends Animal Society.

“Zappos is excited to work with Best Friends Animal Society for a second year this holiday season,” said Steven Bautista, Karma Kommando at Zappos.com. “Thousands of dogs and cats are in need of loving homes and we want to give all of our customers the ability to make a difference in their lives.”

It is Zappos’ and Best Friends’ goal to see 9,000 dogs and cats adopted between Friday, November 25 and Monday, November 28. During one of the busiest shopping times of the year, Zappos encourages customers to spread holiday cheer and take the time to make a difference in the life of an animal by providing a dog or cat with a forever home. More than 115 shelters, rescues and humane organizations across the United States, including Milwaukee Area Domestic Animal Control Commission (MADACC), will participate in the initiative, allowing customers nationwide the opportunity to save a furry friend this holiday season.\* MADACC is an active partner in Best Friends No More Homeless Pets® Network which offers help and support to animal rescue groups that save lives in their communities.

“We’re excited to partner with Zappos for the second year in a row on this holiday promotion,” said Gregory Castle, co-founder and CEO of Best Friends Animal Society. “Every animal that finds a permanent loving home helps us to get one step closer to Save Them All.”

To follow the adoption excitement, search #Pawlidayz on Facebook, Twitter and Instagram. To adopt an animal this holiday season stop by MADACC or visit [www.madacc.org](http://www.madacc.org). To learn more about the campaign, please visit [Zappos.com/Pets](http://Zappos.com/Pets). To find out more about Best Friends Animal Society please visit [www.BestFriends.org/](http://www.BestFriends.org/). To learn more about Zappos and the company’s new loyalty program, Zappos Rewards, please visit <http://www.zappos.com/>.

“MADACC is so excited to work with Zappos.com and Best Friends to put needy animals into great homes is holiday season,” said Kathy Shillinglaw, the Outreach Coordinator at MADACC. “What a great way to spread the love this year than to bring a pet into your home,” she continued.

\*Adoption benefits will be available nationwide, but active Zappos promotion is limited to Arizona, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Montana, Nevada, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, West Virginia, and Wisconsin.

#### **About MADACC**

MADACC currently rescues and assures safe, temporary shelter, veterinary and humane care for nearly 13,000 stray, unwanted, abandoned, mistreated and injured animals each year — more than any other animal control shelter in Wisconsin. MADACC provides a central location for owners to find and recover their lost pets at 3839 W. Burnham St. in West Milwaukee and is open seven days a week, including evening hours on weekdays. MADACC rescues strays and removes dangerous animals from public areas providing effective animal control services by active enforcement of Wisconsin State Statutes pertaining to animal welfare. For more information call (414)649-8640 or visit the MADACC website at [www.madacc.org](http://www.madacc.org). MADACC is open to the public 7 days a week.

#### **About Zappos.com**

Established in 1999, Zappos.com has quickly become the leading destination in online apparel and footwear sales by striving to provide shoppers with the best possible service and selection. Zappos currently showcases millions of products from over 1,000 clothing and shoe brands. Zappos is also proud to be rated ELITE by STELLAService and was named a J.D. Power 2011 Customer Service Champion, one of only 40 companies so named in the U.S. More information about the customer service philosophy, unique culture and job openings can be found at <http://about.zappos.com>. More information about Zappos Insights, and its business membership program can be found at [zapposinsights.com](http://zapposinsights.com). Zappos.com, Inc. is a subsidiary of (AMZN) Amazon.com, Inc.

#### **About Best Friends Animal Society**

Best Friends Animal Society is the only national animal welfare organization dedicated exclusively to ending the killing of dogs and cats in America's shelters. A leader in the no-kill movement, Best Friends runs the nation's largest no-kill sanctuary for companion animals, adoption centers and spay and neuter facilities in Los Angeles and Salt Lake City as well as lifesaving programs in Atlanta and New York City along with partnership with more than 1,600 rescue groups and shelters across the country. Since its founding in 1984, Best Friends has helped reduce the number of animals killed in American shelters from 17 million per year to an estimated 4 million. By continuing to build effective initiatives that reduce the number of animals entering shelters and increase the number who find homes, Best Friends and its nationwide network of members and partners are working to Save Them All®. To become a fan of Best Friends Animal Society on Facebook go to: <http://www.facebook.com/bestfriendsanimalsociety> Follow Best Friends on Twitter: <http://twitter.com/bestfriends>.