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**For Immediate Release (Four photos attached of last year's Spay Day and a PSA graphic)

'Pick Your Price' special to be featured at GCHS for World Spay Day

It's time to "Pick Your Price" at the Gulf Coast Humane Society's Spay and Neuter in honor of *World Spay Day* Tuesday, Feb. 28.

World Spay Day is the first and only international day of action to promote the spaying or neutering of cats and dogs. It was originally created as Spay Day USA by the Doris Day Animal League in 1995 and is now a program of The Humane Society of the United States, Humane Society International and Humane Society Veterinary Medical Association.

Spay and neutering is an important initiative of GCHS' and its Spay and Neuter Clinic, which is located at 2010 Arcadia Street in Fort Myers. The Spay and Neuter Clinic will be participating in *World Spay Day* by bringing awareness to the importance of spaying and neutering to help curb animal population.

"Spay and neutering your pets is one of our most important messages to pet owners," said GCHS Executive Director Jennifer Galloway. "Having an international day to recognize how important spay and neutering is something we fully support."

The "Pick Your Price" *World Spay Day* special gives great opportunities to pet owners who bring their pets into the GCHS Spay and Neuter Clinic to win some big savings by drawing your price. Not only will the pet owner have potential to earn big savings Feb. 28, but they will know they are supporting the initiative of controlling animal overpopulation.

Overpopulation is a problem in the United States, with nearly three million cats and dogs being euthanized in shelters per year, according to the Humane Society of the United States. That equals to one homeless pet being euthanized every 12 seconds.

Although it's impossible to determine how many stray dogs and cats there are in the U.S., cats on average produce two litters each year, with four to six per litter. For dogs, a fertile female will have one litter per year with four to six per litter.

Of the animals which are brought to shelters, only 10-percent have been spayed or neutered.

"It's in our mission statement to educate about the importance of spaying and neutering," said GCHS Executive Director Jennifer Galloway. "Spaying and neutering your pet is the best way to control animal population, as well as giving them a healthier and happier life."

The GCHS Spay and Neuter Clinic has performed 5,233 spay and neutering surgeries since it opened Aug. 25, 2015. That is literally tens of thousands of pets' lives saved, due to controlling the pet population.

Several other top reasons to spay or neuter your pet include:

- Avoiding the "dreaded" heat: Female felines go into heat for up to four to five days every three weeks during breeding season. They will yowl and urinate more frequently, while female dogs will discharge blood. Spaying will end these symptoms.
- Better behavior: Many aggression problems by male cats and dogs can be lessened if they are neutered, as well as roaming problems can be cut down.
- Your pet will not gain weight after being spayed/neutered: The lack of exercise and over-feeding is the cause of overweight pets, not spaying or neutering.
- Fighting pet overpopulation: Millions of unwanted cats and dogs are euthanized annually, or suffer as strays. Gulf Coast Humane Society is dedicated to provide a non-lethal solution to the problem of shelter pet overpopulation.

For more information about the GCHS Spay and Neuter Clinic and to set an appointment for your pet, call 239-332-1573 or go to the GCHS website at www.gulfcoasthumanesociety.org.

About Gulf Coast Humane Society

Gulf Coast Humane Society is a regional organization dedicated to helping companion pets find their forever homes, no matter how long it takes. GCHS provides an adoption center, spay-neuter and veterinary clinic, as well as education and awareness to the public about the welfare of homeless pets.

GCHS' mission is to care for companion pets in need by offering safe refuge, providing medical care and facilitating adoptions. GCHS promotes the concept the "Adopt, Don't Shop" and help educate the community about proper and responsible animal care, while providing quality, affordable veterinary care.

GCHS Veterinary Clinic: 2685 Swamp Cabbage Court, Fort Myers, 33901; Phone: 239-332-2719

GCHS Spay/Neuter Clinic: 2010 Arcadia Street, Fort Myers, 33916; Phone: 239-332-1573

GCHS Adoption Center: 2010 Arcadia Street, Fort Myers, 33916; Phone: 239-332-0364







We celebrated World Spay
Day with the Gulf Coast
Humane Society Spay &
Neuter Clinic.
We did our part!
Happy Spay Day!!