



FOR IMMEDIATE RELEASE

CONTACT:
SHELBY DOBSON
ASSOCIATE DIRECTOR OF MARKETING AND PR
435.760.1519
Shelby.d@thelivingplanet.com

Loveland Living Planet Aquarium Collecting Items to Donate to Best Friends Animal Society

DRAPER, Utah (November 1, 2019) — Loveland Living Planet Aquarium (LLPA) is collecting items for homeless animals this November. The Aquarium is teaming up with Best Friends Animal Society of Utah to help give dogs and cats in local shelters what they need this holiday season. The donation drive, called the Pet Project, runs November 1 – 25.

“We want our guests to know that every animal plays an important role in Earth’s diverse ecosystems,” said Caroline Ralston, Aquarium Senior Director, Marketing and Communications. “As part of the Pet Project, we are showing guests how to create healthy ecosystems and care for animals, whether it’s a pet or in the wild.”

Aquarium guests are encouraged to donate items such as cat or dog food, toys, bedding, brushes, and other items for homeless pets. For every item donated, guests can get one free admission to Tuki’s Island: Play & Party Center, and they can also enter for a chance to win an observation-only Shark Encounter or a Stingray Encounter. People can also donate via Best Friends’ [Amazon Wish List](#).

Best Friends Animal Society in Utah leads the No Kill Utah (NKUT) Coalition, comprised of 60 shelters and rescue groups working together to make Utah a no-kill state by 2020. Last year, shelters in the entire state of Utah took in approximately 61,000 animals.

Like the animals at Best Friends and other local animal shelters, many Aquarium animals were also rescued. For example, the Linnaeus’s two-toed sloths and sea turtles would not survive in the wild, so they have a home at the Aquarium where they can get the care they need. Other rescued animals include Tegus and Desert tortoises.

Aquarium staff are also participating in the drive and they hope to beat last year’s record of nearly 200 pounds of food/items collected. The Aquarium will deliver the donation items to Best Friends on Giving Tuesday, December 3. To learn more, visit thelivingplanet.com/petproject. This is the second annual Pet Project.

About Loveland Living Planet Aquarium

LLPA is a 501(c)(3) nonprofit organization with a mission to inspire people to Explore, Discover, and Learn about Earth’s diverse ecosystems. A world-class facility, LLPA provides learning opportunities at all levels, interests, and ages. Since opening in Draper in March 2014, the Aquarium has welcomed more than five million visitors. In addition, the Aquarium provides 82,000 student experiences by visiting every public elementary school in the state each year. LLPA is accredited by the Association of Zoos and Aquariums (AZA).

thelivingplanet.com ~ [Facebook](#) ~ [Instagram](#) ~ [Twitter](#)



About Best Friends Animal Society

Best Friends Animal Society is a leading national animal welfare organization dedicated to ending the killing of dogs and cats in America's shelters. In addition to running lifesaving programs in partnership with thousands of animal welfare groups across the country, Best Friends has regional centers in New York City, Los Angeles, Atlanta and Salt Lake City, and operates the nation's largest no-kill sanctuary for companion animals. Founded in 1984, Best Friends is a pioneer in the no-kill movement and has helped reduce the number of animals killed in shelters nationwide from an estimated 17 million per year to around 733,000. That means there are still about 2,000 dogs and cats killed every day in shelters, just because they don't have safe places to call home. We are determined to bring the country to no-kill by the year 2025. Working collaboratively with shelters, rescue groups, other organizations and you, we will end the killing and Save Them All. Learn more at www.utah.bestfriends.org.