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**FURKIDS VIDEO REACHES MILLIONS**

***Humorous Approach Inspires People to Adopt Homeless Animals***

**(Atlanta, GA—January 7, 2017)** — An improvised video clip using humor and satire to urge people to adopt homeless animals at Atlanta-based [Furkids Animal Rescue and Shelters](#) has taken social media by storm.

In spoofing a TV ad, the Furkids [Kitty Kommercial](#) satirizes language and visuals found in local advertising markets. The online feature, conceived, produced and hosted by Atlantan Paul Preston, has attracted the attention of viewers worldwide and now tops of a number of sites, including Reddit, Huffington Post, the Atlanta Journal and Constitution, Mother Nature Network, Mashable, ABCnews.com, Laughing Squid and UPROXX. It still is generating queries and interest.

The Kitty Kommercial features Preston playing the part of a cheesy but loveable salesman working hard to find ‘forever’ homes for Furkids shelter cats and dogs. The video was originally posted to [YouTube](#), where it enjoys a viewership of more than 1.2 million, and the Furkids Facebook page.

Furkids, celebrating 15 years in operation in 2017, has become one of the most successful nonprofit animal rescue and shelter organizations in the southeast U.S., operating the largest cage-free, no-kill shelter for homeless cats in Georgia and a state-of-the-art, no-kill shelter for dogs. The costs of running the shelter and caring for animals runs to \$6,000 per day, and the organization operates with more than 60 percent of the work carried out by volunteers. Furkids could not manage its operation without the generous support of donors and volunteers.

Paul Preston is a native Atlantan who currently is a contractor with a rental property management company. He is not a professional comedian or video producer, but he does have a natural gift for comedy. While he entertains his family with comedic videos posted on YouTube, this was his first project working with animals. Paul's sister, Helen Preston, a volunteer with Furkids, initially thought that Paul could help the organization while branching out beyond family projects. The objective was to encourage shelter adoptions and support while having fun and providing entertainment for people who would see the clip. “Our excitement at the incredible response from the world is beyond measure,” said Furkids founder and CEO, Samantha Shelton.

The piece was entirely improvised and unscripted. As Paul Preston and Nicole Neill, Furkids Adoption Team Manager, walked around the Furkids cat shelter, Paul created every visual, sound bite and voiceover on the spot. His plan, as he screened the raw footage, was that whatever was funny would make it into the commercial. The concept worked so well that virtually everything shot ended up making the final cut. The entire piece was shot in 30 minutes; Helen Preston was the photographer.

“Furkids rescues thousands of homeless animals from the streets every year, and for 15 years, we have earnestly appealed to people to adopt a homeless animal and help control the huge overpopulation of homeless cats and dogs,” said Samantha Shelton, Furkids founder and Executive Director. “While our adoption rates have been strong, we always have more animals than adopters, and we’re grateful for Paul Preston’s humorous approach to adoption. His piece has resonated powerfully and made us recognize that humor touches and motivates people.”

Shelton added that Furkids has seen an uptick in donations and queries about adopting cats and dogs since the video was first posted on December 23. “Some viewers have even asked about adopting Paul Preston!” she said. “We at Furkids hope that our video inspires people around the world to adopt homeless cats and dogs and support their own local shelters.”

Furkids cares for approximately 1,000 homeless cats and dogs in its shelters, adoption centers and foster home network. The non-profit serves more animals on a daily basis than any other local organization in Georgia. Since its founding in 2002, Furkids has rescued, spayed/neutered, and rehabilitated more than 20,000 animals, working to place them in permanent, loving homes.

Anyone interested in adopting, donating or purchasing Furkids merchandise can go to [www.furkids.org](http://www.furkids.org).

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#### **ABOUT FURKIDS**

Furkids, headquartered in Atlanta, GA, is a 501c3 nonprofit charitable organization that operates the largest cage-free, no-kill shelter in the Southeast for rescued cats and Sadie’s Place, a no-kill shelter for dogs. Furkids also operates one of the only facilities in the Southeast dedicated to the care of FIV positive cats. The Furkids mission is to rescue homeless animals, provide them with the best medical care and nurturing environment while working to find them a forever home. Furkids heals the whole animal, physically and emotionally, restoring its health and its spirit.

Furkids has rescued and altered more than 20,000 animals since its founding in 2002. Approximately 1,000 animals are in the Furkids program today, in the Furkids shelters, 13 PetSmart and Petco adoption centers, and more than 400 foster homes in the Atlanta area.

Furkids is the only animal rescue organization in metro Atlanta that allows children of all ages to volunteer. Furkids volunteer programs are designed to restore the health and spirits of injured and homeless animals while providing healing opportunities for volunteers who are strengthened by the bond of love and care between humans and animals. For more information about our volunteer opportunities and programs, visit [www.furkids.org](http://www.furkids.org).