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FOR IMMEDIATE RELEASE

Men's Fashion Models Strut for Mutts

Thousand Palms, CA – January 5, 2010: Some 300 supporters of Animal Samaritans SPCA are kicking off the new decade in style by attending the *Men of Pompeii* fashion show this Saturday, January 9, from 11:30am to 2:00pm. The show, benefiting Animal Samaritans' new veterinary clinic for the Coachella Valley, takes place at the Hyatt Grand Champions resort in Indian Wells.

Chester Pompeii, founder of the Men of Pompeii on El Paseo Drive in Palm Desert, has donated over twenty of his Euro-chic outfits to the show. An admitted animal lover, Pompeii has three bichon frisé poodles at home named Julius, Thaddeus, and Aristotle.

Event chairs Don Genhart and Nancy Whitlock have been planning this fashion show for years. Genhart, who runs Don's Pet Service, has been supporting Animal Samaritans for more than five years. "Our community truly needs this vet clinic," said Genhart. "It feels wonderful to contribute to the organization this way."

During the past five years, Animal Samaritans has experienced an average annual growth of 14.4%, but the organization has continued to operate in the same building since in 1981. "The demand for affordable vet services keeps growing," says Executive Director Fred Saunders. "Our expansion will be a formidable resource in the fight to reduce the number of unwanted, neglected and euthanized animals in our community."

With financing from The H.N. and Frances C. Berger Foundation, Animal Samaritans expects to open its energy efficient, 7,360 square foot veterinary clinic in March of this year. Naming opportunities are still available and range from \$5,000 for recovery kennels to \$500,000 for the lobby, reception and scheduling areas.

TV host Patti Gribow is the event's Mistress of Ceremonies. The show's models include local animal lovers Don Genhart, Neal Boden, Allan Farwell, Michael Myers, Michael Phipps, Austin Ray, and Reverend Joe Hooper, who pastors the Center for Spiritual Living in Palm Desert.

In addition to the runway show, the program includes lunch, an audio-visual program with KNEWS radio personality Bonnie Gilgallon, and radio host and entertainer Joey English will auction off a Las Vegas getaway to the Bellagio resort, a two-night stay at the Indian Wells Hyatt, artwork by Barbara Mittelman, and a trip to La Jolla, CA. Tickets are \$60 and limited seating is still available. Everyone in attendance will receive a goody bag valued at more than \$250 dollars. Contact Animal Samaritans at 760-343-0837.

Animal Samaritans SPCA, a 501 (c) non-profit organization founded in 1978, is committed to improving the lives of animals and people. As the Coachella Valley's most comprehensive animal welfare organization, they strive to one day eliminate the needless suffering and abuse of homeless and unwanted animals. Programs and services in place to save the lives of healthy and treatable animals include prevention through humane education, low-cost and no-cost spay and neuter, low-cost vaccinations, animal sheltering and pet adoptions. In addition, more than one hundred volunteers from their Animal Assisted Therapy programs visit disabled children in special needs classrooms, nursing homes, and hospitals, while their Animal Assisted Activities teams see residents at Juvenile Hall. More information is available by calling 760-343-4908 and by visiting www.animalsamaritans.org

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