



**For Immediate Release**

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## **At Height of Kitten Season, Woods Humane Society Announces ‘Kitten Twofer’ *Two-Day BOGO Adoption Promotion from July 29-30 Aims to Find Homes for Pairs of Kittens***



San Luis Obispo, CA (July 26, 2023) — As [Woods Humane Society](#) braces for the height of kitten season on the Central Coast, the nonprofit announces a two-day, two-for-one adoption promotion to help more kittens find loving homes—with a playmate.

The Kitten Twofer event, sponsored by [SLOCAL Roots](#), will be held from July 29-30, 2023 at both Woods locations and reduces standard kitten adoption fees to just \$75 per kitten (under five months of age) when adopted as a pair.

“Perhaps because of veterinarian shortages nationwide and the rising costs of pet care, this has been a very busy kitten season,” says Woods CEO Emily L’Heureux, noting that the shelter currently has 31 kittens available and 68 more in foster. “We are grateful to SLO CAL Roots for sponsoring this adoption promotion to help us lower adoption fees, reduce barriers to adopting, and encourage locals to consider adopting kittens in pairs.”

L’Heureux explains there are many benefits to adopting two kittens instead of just one. “Kittens have spurts of energy throughout the day and can require a lot of attention and handling from adopters. With another young playmate in the home, however, they have built-in entertainment, the comfort of company, a socialization helper, and a grooming partner to help them stay clean and healthy, thus taking some of the pressure off of adopters and helping to ensure successful, forever adoptions.”

SLOCAL Roots Co-Founder and Chief Executive Officer Austen Connella says he jumped at the chance to support Woods in finding homes for the many young, fragile kittens in its care. “We heard about the increased kitten population challenges facing Woods Humane Society this year and wanted to



help,” he says. SLOCAL Roots will be holding an in-store donation drive during the Kitten Twofer event in addition to sponsoring up to 26 kitten adoptions over the July 29-30 weekend.

All kittens have been spayed/neutered, vaccinated, microchipped, licensed, and treated for parasites. Adoptions also include a voluntary 30 days of pet insurance and a free wellness exam at a local vet clinic.

Woods Humane Society is located at 875 Oklahoma Ave., San Luis Obispo, CA 93405 and at 2300 Ramona Rd., Atascadero, CA 93422, and is open to the public daily from 12-5 p.m., with adoption hours from 12-4 p.m. For more information about Woods, visit [www.WoodsHumane.org](http://www.WoodsHumane.org) or call (805) 543-9316.

[SLOCAL Roots](#) is located at 3535 South Higuera St., San Luis Obispo, and is open from 9 a.m. to 8 p.m. daily. The store can also be reached at (805) 439-1496 or [info@slocalroots.store](mailto:info@slocalroots.store).

**For media inquiries or high-resolution images, please contact [Media@woodshumane.org](mailto:Media@woodshumane.org).**

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## **About Woods Humane Society**

Founded in 1955, Woods Humane Society is a privately funded, non-profit, animal sheltering and welfare organization that annually places up to 3,000 dogs and cats into loving homes. All animals are spayed/neutered, vaccinated and microchipped prior to being placed for adoption. Visit [www.woodshumane.org](http://www.woodshumane.org) to view available animals, donate or learn more. To make an adoption appointment, call Woods Humane Society SLO, located at 875 Oklahoma Avenue in San Luis Obispo, at (805) 543-9316, or Woods Humane Society North County, located at 2300 Ramona Road in Atascadero, at (805) 466-5403.

## **ABOUT SLOCAL ROOTS**

SLOCAL Roots is a family of fully integrated cannabis brands on the Central Coast. Co-Founder and Chief Executive Officer Austen Connella, and Co-Founder and Chief Operating Officer Kristin Kordich began operations when they started SLOCAL Roots Farms in San Luis Obispo County in 2016. SLOCAL Roots Farms operations include cultivation, processing, packaging, and retail sales. SLOCAL Roots opened retail operations in 2022, with a granted license to open a second dispensary, Route One by SLOCAL Roots in Guadalupe in 2023. The company’s ownership and operations are located on the Central Coast, keeping jobs and economic benefit in the community. SLOCAL Roots is building the premier Central Coast cannabis brand.