

For Immediate Release

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Woods Humane Society Celebrates ‘Valentino’s Day’

Long-Term Shelter Dog, Valentino, Finds Love in Time for Valentine’s Day



San Luis Obispo, CA (February 14, 2024) — [Woods Humane Society](https://www.woodshumane.org) is celebrating “Valentino’s Day” this February 14th, as a long-term canine resident aptly named Valentino finally found his match just in time for Valentine’s Day.

A one-year-old boxer-mix with a sweet disposition and a knack for tricks and canine agility, Valentino spent six long months at Woods Humane Society looking for a home. Despite being a staff favorite and benefiting from regular social media promotion by the shelter, he had inexplicably been overlooked by potential adopters.

That all changed last weekend when a mom-and-daughter pair came to meet Valentino during the “Bachelor Pet” adoption event, which reduced adoption fees for adult dogs and cats to just \$14 through Valentine’s Day.

“They had been looking at Val for quite some time and fell in love with him almost immediately,” says Woods Adoption Specialist Matt McDermott of Valentino’s eventual adopters.

In a video posted on Woods Humane Society’s social media accounts, shelter staff cheered as the longtime four-legged resident finally walked “Out of the Woods” with his new family, who have since called to say their new friend is settling in very nicely and is so happy to be in a home.

Woods CEO Emily L’Heureux says that the Bachelor Pet promotion, which concludes on February 14th at 4 p.m., has been enormously successful, with 46 adult animals finding matches in the first four days.

“Happy stories like Valentino’s are precisely the reason we developed the Bachelor Pet promotion. We are so thrilled that this event has reduced barriers to adoption and enabled overlooked dogs and cats to have their moment to shine and find their loving Valentine.”



The Bachelor Pet promotion began February 10th and runs through February 14th. All adoptable animals 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 or call (805) 543-9316.

For media inquiries or high-resolution images, please contact 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. To adopt, visit Woods Humane Society SLO, located at 875 Oklahoma Avenue in San Luis Obispo and at 2300 Ramona Road in Atascadero. For more information about adopting, donating or other programs, visit www.woodshumane.org or call (805) 543-9316 or (805) 466-5403.