



## CATAWBA COUNTY

P.O. Box 389 100-A South West Boulevard Newton, North Carolina 28658-0389  
[www.catawbacountync.gov](http://www.catawbacountync.gov)

Telephone: 828-465-8201  
Fax: 828-465-8392

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### CALVIN, FORMER ANIMAL SHELTER DOG, STARS ON NATIONAL TV

Calvin was a stray that showed up at the Catawba County Animal Shelter, but when an e-mail arrived from Petfinder.com asking for cute puppies that could play in the Puppy Bowl adoption campaign sponsored by the online, searchable database of animals who need homes, one puppy came to the minds of Animal Shelter staff.

On Super Bowl Sunday, Calvin was one of the stars in a nationwide campaign, shown playing with other puppies in the Puppy Bowl VII on the Animal Planet network.



“We sent in pictures of several of our adoptable puppies to Petfinder.com and Calvin was selected”, said Rachel Johansen, a shelter volunteer. “They called almost immediately saying they wanted him to be part of the campaign.” Calvin filmed his part of the Puppy Bowl in New York on October 15, 2010.

Animal Planet, in partnership with Petfinder.com, sponsors the annual Puppy Bowl on Super Bowl Sunday. Adoptable puppies from across the United States are selected and given playing time. The Puppy Bowl ads feature these animals interacting with one another and playing with toys on an area designed to look like a football field.

“The focus is on highlighting adoptable animals from shelters across the country,” Johansen said. “We were very excited for Calvin to get this chance and for Catawba County Animal Services to be a part of a nationally televised event.”

Calvin is a Schnauzer/Terrier mix. He is expected to be around 35 to 40 pounds at full growth and is a very sweet and social puppy.

Calvin returned home from his filming debut on October 17 and was adopted into a new home in Hickory on October 18th.

But many more animals remain at the Catawba County Animal Shelter, ready and waiting for a loving and safe home. More information about all animals available for adoption at the Catawba County Animal Shelter may be found at <http://www.catawbacountync.gov/animal/> or by calling 828-465-8228.

*“Keeping the Spirit Alive Since 1842!”*