



**National Playgroup Rockstars Adoption Event Highlighting  
Super Social Dogs at Animal Shelters, including Paws Humane Society, in Rocktober**  
*Paws Humane Society, Petco Love and Dogs Playing for Life join forces to showcase adoptable dogs*

**Columbus, GA (October 4, 2023)** – In a unique collaboration, national nonprofit organization [Petco Love](#) is teaming up with [Dogs Playing for Life](#) and [BOBS from Skechers™](#) for National Playgroup Rockstars Adoption events at 30+ animal shelters across the country, including Paws Humane Society, on October 7<sup>th</sup>, in the heart of Rocktober. The adoption events will highlight social dogs, “Playgroup Rockstars,” at animal shelters while they are playing harmoniously in groups, so potential adopters can see their personalities shine.

**39 animal shelters across the country are participating in National Playgroup Rockstars Adoption events on October 7th including Paws Humane. For those interested in adopting a Rockstar dog, adoption fees will be waived. The event runs from 10:00 AM – 4:00 PM at 4900 Milgen Rd, Columbus, GA 31907. Media is invited to attend a ‘meet and greet’ to interview representatives and see these dogs play.**

This one-of-a-kind adoption event is designed to find loving homes for these amazing dogs while promoting the importance of playgroups. Dogs Playing for Life created the unique playgroup shelter dog enrichment program operating with the simple philosophy of “Every Dog, Every Day, Let Them Play!” Their goal – to ensure shelter pets’ positively experience life at an animal shelter, while providing shelter staff the information needed to help those pets find new loving homes.

For people who already have dogs, the Playgroup Rockstars Adoption Event allows you to see these dogs in action and find that perfect match for your existing pet. For those considering adopting two dogs, the teams on the ground can help you find the perfect pair.

“Petco Love is so proud to showcase the incredible impact of playgroups on the lives of shelter dogs,” said Petco Love President, Susanne Kogut. “Any pet parent who has more than one dog can tell you that dogs love to play together. Witnessing this play is not only enjoyable for the pet parent but highly beneficial physically and mentally for the dogs. We look forward to celebrating the bonds formed between these Playgroup Rockstars and their new families.”

Dogs Playing for Life programming takes place at more than 300 shelters across the U.S. The founder, Aimee Sadler, began developing the program in 1998, when she observed that large dogs at shelters often never left their kennel due to staffing and volunteer limitations. The nonprofit organization trains animal shelter staff how to assess dogs properly to enable them to run large dog playgroups as a normal part of shelter life. “Events like Playgroup Rockstars allow dogs to have fun with each other and showcase

their playful nature and true personalities. When people visit the shelter and see the dogs in action, they can better picture these dogs as part of their family," said Sadler.

For a list of shelters hosting Playgroup Rockstars Adoption Events on October 7<sup>th</sup>, and for more information on the events, visit [PlaygroupRockstars.com](https://www.playgrouprockstars.com).

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**About Paws Humane, Inc.**

Paws Humane Society is a 501(c)(3) nonprofit organization whose mission is to enrich the lives of both animals and people as a solution-based community resource for animal welfare by providing high-volume and high-quality spay/neuter, rescue, and adoption services, volunteer opportunities, outreach, and education. Paws vision is to be the regional leader for animal welfare in adoption, spay-neuter, outreach, and education to ultimately create a No-Kill Community. Paws is supported by private contributions from the citizens of our community.

**About Petco Love**

Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing \$370 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.7 million pets in partnership with Petco and organizations nationwide. Our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Join us. Visit [petcolove.org](https://petcolove.org) or follow on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.

**About Dogs Playing for Life**

Founded in 2015, Dogs Playing for Life has been redefining the meaning and importance of quality of life for all sheltered dogs by improving their experience through playgroups and individualized training, resulting in urgent and responsible lifesaving. Since inception, DPFL has introduced playgroups to 329 shelters and counting, who realize an average 6% increase in lifesaving and 38% decrease in length of stay for dogs. Shelters frequently describe DPFL programming as "game changing," "transformational," and "the most important thing to happen for shelter dogs." To find out more, visit [dogsplayingforlife.com/](https://dogsplayingforlife.com/).

**About SKECHERS U.S.A., Inc.**

Skechers U.S.A., Inc. (NYSE:SKX), a Fortune 500® Company based in Southern California, designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. Collections from The Comfort Technology Company™ are available in over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and over 4,700 Company- and third-party-owned physical retail stores. The Company manages its international business through a network of wholly-owned subsidiaries, joint

venture partners, and distributors. For more information, please visit [about.skechers.com](https://about.skechers.com) and follow us on [Facebook](#), [Instagram](#) and [TikTok](#).

**About BOBS from Skechers**

BOBS from Skechers' charitable collection of shoes, apparel and accessories have improved animals' lives: over the past eight years, Skechers has contributed more than \$10 million to help 1.9 million shelter pets, including saving more than 1.4 million rescued animals in the United States, Canada, United Kingdom and Japan. It all started in 2011, when Skechers launched a movement to support children impacted by natural disasters and poverty – a cause that has helped the Company donate more than 16 million new pairs of shoes to kids in more than 60 countries worldwide. To learn more about BOBS from Skechers' commitment to making a difference, visit [BOBSfromSkechers.com](https://BOBSfromSkechers.com) and follow the brand on [Facebook](#) and [Instagram](#).