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Life

Comcast helps pets find homes

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Of The Oakland Press

Thousands of dogs and cats across the country and in Oakland County have new homes as National Pet Week comes to a close today.

The human-animal bond was celebrated May 3 through today.

It is an awareness campaign designed to promote responsible pet ownership and health care for pets.

Comcast, a cable, telephone and Internet provider with its Michigan headquarters in Southfield, put on a series, "Pet Adoptions on Demand," where many pets found homes.

Every month in 24 cities across the nation, "Pet Adoptions On Demand" airs up to 30 profiles of adoptable animals living in local shelters, which Comcast Digital cable subscribers can watch any time, with a click of their remote.

Each short video tells a prospective adopter everything they need to know about the furry star — including its name, tag number, history and temperament.

Also included is a number to call for more information or to arrange an in-person visit, as well as details about the shelter's services, from training programs to medical care.

Since Comcast launched "Pet Adoptions On Demand" in 2007, nearly 17,000 adoptable dogs and cats at more than 80 shelters have been featured in video profiles.

In Michigan alone, more than 900 pets have starred in videos and many found loving homes, said Patrick Paterno, director of communications, Comcast Michigan Region.

Comcast's On Demand services works with the Humane Society, as well as the Oakland Pet Adoption Center to find good homes for domestic animals.

"Since its debut, 'Pet Adoptions' has been one of the most popular features on our service," said Matthew Strauss, senior vice president of new media for Comcast On Demand.

FYI

For more information, call (800)-COMCAST or visit the company's Web site at www.comcast.com.

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