

FOUR POINTS WAKEFIELD BOSTON PARTNERS WITH CAPE ANN ANIMAL AID TO CREATE HOTEL FOSTER DOG PROGRAM

(Wakefield, MA, February 1, 2018) – When several hurricanes made landfall in the Atlantic Basin last fall, the management and employees of Four Points Wakefield Boston wanted to join the efforts to help. Thinking globally and acting locally, they kept an eye out for areas of specific need within their own community that would also play a role in helping hurricane-hit regions.

Meanwhile, Cape Ann Animal Aid, a non-profit, no-kill animal shelter located in Gloucester, was mobilizing its response to the hurricanes. Already familiar with the plight of homeless animals in those areas, the organization had been transporting and finding new homes for dogs and cats from those regions for nearly ten years. In the aftermath of the hurricanes, the need for rescue and transportation hit an unprecedented high. The Animal Aid filled its sheltering facility to the brim, and worked overtime to coordinate, fundraise, and intake animals through rescue partners in Texas, Puerto Rico, and Turks and Caicos.

“We heard what they were doing to help and we were inspired,” says Donna McManus and Talia Osgood Managers at Four Points Wakefield. “Recognizing the passion our employees have for animals, being a pet-friendly hotel, and truly believing in the good work of Cape Ann Animal Aid, we knew we wanted to partner with them,” added Four Points General Manager Steve Merrill.

The result was the creation of the hotel’s Foster Dog Program. Situated next to the new MarketStreet Lynnfield shopping plaza, and centrally located between the North Shore and Boston, Four Points is a great place to reach potential new adopters and visitors in the area.

“We feel that community outreach is a crucial part of running a successful business. Knowing that we are making a difference and helping not only communities down south, but also helping families in our region find loving animal companions, this program has brought so much joy to our staff and guests,” says Merrill.

Cape Ann Animal Aid staff work closely with hotel staff to identify a foster dog that would do well in the busy and social environment of the hotel. Then, the dog is introduced to the hotel team and settles in to live at the hotel until adoption. Someone is always on duty so the dog is never alone, even through the overnight hours. Potential adopters can visit the dog and fill out an application at the hotel, completing the final paperwork at Cape Ann Animal Aid and taking their new furry-friend home.

Since the program launched in January, four dogs have already found their forever-homes. Currently, the hotel is fostering Wilhemina, a three-year-old hound mix that was originally rescued as a stray in Alabama. If it wasn’t for rescue and transport to Massachusetts, she likely would have been euthanized at an over-crowded animal shelter in Alabama.

"The partnership with this hotel has allowed us to reach a new market of potential adopters," says Cape Ann Animal Aid's Executive Director, Sunniva Buck. "By showcasing the foster pup on the hotel Facebook page and word spreading from excited hotel staff members and guests, we have seen a lot of interest in these dogs. Together, we are increasing awareness about the plight of animals in other regions of the country and the importance of animal adoption."

To learn more about the hotel's Foster Dog Program, or to meet the dog currently available for adoption, stop by the Four Points Wakefield Boston Hotel, located at One Audubon Road in Wakefield.

781-245-9300

About Cape Ann Animal Aid

Cape Ann Animal Aid is a non-profit, no kill organization dedicated to facilitating appropriate placement of adoptable animals and enhancing the lives of all companion animals by promoting respect and well-being through education and outreach.

MEDIA CONTACTS

Four Points Wakefield Boston

Steven Merrill, 781-876-6050, Smerrill@fourpointswakefieldboston.com

Cape Ann Animal Aid

Rebecca Baylies, 978-283-6055 x23, rbaylies@capeannanimalaid.org