



****MEDIA ALERT FOR NOVEMBER 30****

IN ANNUAL TRADITION, ANIMAL PLANET ASKS VIEWERS TO GIVE THANKS WITH “YOU WATCH. WE GIVE.” R.O.A.R. INITIATIVE FOR “PIT BULLS & PAROLEES”

WHEN: A Special Holiday Episode of **PIT BULLS & PAROLEES**, premiering on **November 30**, at 10pm ET/PT.

WHAT: As part of Animal Planet’s on-going commitment to make a positive impact in the animal world, the network is asking viewers to tune in to help drive donations to Villalobos Rescue Center, a 501c3 nonprofit organization featured in the series **PIT BULLS & PAROLEES**. “You Watch. We Give.” is part of the network’s non-profit initiative Reach Out. Act. Respond. (R.O.A.R). Based on the number of viewers who watch an all-new episode of Animal Planet’s **PIT BULLS & PAROLEES** on **Saturday, November 30, at 10 pm ET/PT**, funds will be donated to Villalobos Rescue Center for the care and feeding of 200+ pit bulls living at VRC (up to \$50,000).

In the high-drama episode, “**Giving Back**,” Tia and her Villalobos family have settled in New Orleans, so she sends her family into the neighborhood to spread the word about VRC. Outreach proves worthwhile when two dogs are trapped under an unstable two-ton pile of wood, and local residents call in Villalobos. Tia doesn't hesitate to risk her life to save the terrified pit bulls. Next, after losing their beloved pit bull, a couple adopts a new dog. The episode ends with the New Orleans’ arena football team recruiting VRC pit bull Rhino and Tia’s twin sons to be on-field mascots.

WHY: This is the fourth year of the “You Watch. We Give.” campaign, and past initiatives have gone a long way to pay for Villalobos' vet bills, food and shelter for the dogs and have helped to keep the rescue running. Last year’s initiative yielded a donation of \$50,000 and garnered 1.3 million unique P2+ viewers for the episode. That donation was used to help pay for the disaster relief recovery and care for the more than 200 dogs at Villalobos Rescue Center that were affected by Hurricane Isaac.

R.O.A.R. is Animal Planet’s national campaign that leads the way in taking action and being a voice for animals. To learn more about Villalobos and all of the R.O.A.R partners please visit: www.animalplanet.com/roar.

CONTACTS: Bonita Lynch, (215) 657-1565, Bonita_Lynch@Discovery.com
Jared Albert, (212) 548-5390, Jared_Albert@Discovery.com