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FOR IMMEDIATE RELEASE

**BIDEAWEE NAMED OFFICIAL ANIMAL SHELTER
OF WOR RADIO'S NEW PET TALK PROGRAM**

*Tracie Hotchner's DOG TALK® & CAT CHAT®
Airs Every Saturday at 10:00 pm*

New York, New York, October 29, 2009 - Bideawee, Inc., a leading pet adoption and animal welfare organization serving Long Island and New York metropolitan area communities, has been selected as the official animal shelter and pet adoption organization in partnership with WOR Radio's newest pet program, "Tracie Hotchner's DOG TALK® & CAT CHAT®." The weekly program will air live on News Talk Radio 710 WOR on Saturday nights from 10:00 to 11:00 pm. The live talk format with host, Tracie Hotchner, will feature expert guests from the pet field and open lines for listener call-ins with questions regarding all aspects of sharing life with a dog or cat pet.

Bideawee veterinarians, educational leaders and animal care experts will be invited as Tracie Hotchner's special guests for the live talk show in the weeks and months ahead. Saturday evening's radio broadcast will also announce a Bideawee "Dog and Cat of the Week" that are available for immediate adoption. Bideawee adoptable pets of the week can also be viewed on www.dogtalkandcatchat.com.

"We are thrilled to be an integral resource and animal welfare voice to promote responsible pet adoption and animal care with WOR Radio," said Nancy Taylor, President & CEO of Bideawee. "As the only animal shelter in the New York metropolitan and Long Island area to be partnering on this new program, Tracie Hotchner recognizes that Bideawee provides the gold-standard of quality pet adoption and animal welfare in the communities it serves."

Bideawee's mission is to promote and support safe, loving, long-term relationships between individuals and companion animals by providing a continuum of services and programs that are innovative, personalized and of the highest quality. Bideawee's primary responsibility is to help every individual be a caring and knowledgeable pet parent.

Bideawee has two adoption centers in its Manhattan and Westhampton locations, as well as two Pet Memorial Parks on the landscaped grounds of the Wantagh and Westhampton facilities. Veterinary Practice for private client pet owners is offered at the Manhattan and Westhampton centers.

About Bideawee

Bideawee, which means "stay awhile" in Scottish, is one of the country's oldest and most respected pet adoption and animal welfare organizations. Founded in 1903 by Mrs. Flora Kibbe, Bideawee has been providing shelter, care and compassion to homeless animals for over 100 years.

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Bideawee is a not-for-profit 501(c)3 humane organization and 100% of Bideawee's funding comes from private sources. For more information visit: www.bideawee.org

About Tracie Hotchner

Nationally acclaimed as an expert about dogs and cats, Tracie is the author of THE DOG BIBLE: Everything Your Dog Wants You to Know and THE CAT BIBLE: Everything Your Cat Expects You to Know, and is a veteran pet radio personality with two other live weekly call-in pet shows. She has gone all over the country lecturing to pet owners, to providers of services to dogs and cats, and to veterinary students at Tufts University, U.C. Davis Vet School and Virginia Tech.

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