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**FOR IMMEDIATE RELEASE**

### **Animal Services Launches its 'Pit Crew' Program**

CAMARILLO, Calif. – Ventura County Animal Services launches its new 'Pit Crew' Program and website, on June 20<sup>th</sup>, from 11:00 am to 3:00 pm, at the Ventura Harley Davidson, located at 101 & Central Avenue in Camarillo.

Ventura Harley Davidson stepped up as a "Powered By" sponsor for the Pit Crew, which educates the public on responsible pit bull ownership and the many fallacies that surround this breed. The partnership with Harley Davidson seemed a natural one to Animal Services Director Tara Diller, who says, "The stereotype of pit bull owners is middle age/older men, who also tend to purchase motorcycles. It's not just big, 'muscular' people who can 'handle' the breed. We have many families who have adopted Pit Bulls and they've made wonderful additions to their family."

The new website: [www.VCASPitCrew.com](http://www.VCASPitCrew.com) will be a resource for pet owners and will highlight, among other things:

- Responsible pet ownership
- Pit Bull myths
- Training certification
- How to help
- Pit Bull resources
- All about Pits

The Pit Crew *Mission* is to re-brand the pit bull in our community. By informing the public and dispelling common myths, promoting spay and neuter, as well as sharing responsible ownership facts, area residents are given the opportunity to make informed choices when choosing their next forever family member.

The Launch Party will feature Texas Holdem and Blackjack Tables and feature live music by Cadillac Angels. There will be gift cards and prizes with professional dealers, and 100% of proceeds will benefit the VCAS Pit Crew!

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