

**ANIMAL
RESCUE
LEAGUE
of BOSTON**



A champion for animals

FOR IMMEDIATE RELEASE:

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MEDIA ADVISORY

**Animal Rescue League of Boston to Host “Pup Rally”
Adoption Event for Patriots as Team Heads to Super Bowl LX**

*ARL and Seattle Humane: Losing City’s Team to Name Dogs after Winning Super Bowl
Players*

DEDHAM, MA – The pups at the Animal Rescue League of Boston (ARL) are celebrating the Patriots’ road to Super Bowl LX with a “Pup Rally” on Friday, February 6. A group of adoptable dogs will sport their favorite Patriots gear and cheer on the team. The recent extreme cold weather has led to a decrease in visitors to ARL’s Animal Care & Adoption centers, resulting in fewer dog adoptions and limited kennel space for other dogs in need of help. ARL is hosting a Super Dog Adoption event in the days leading up to Super Bowl LX, lowering adoption fees for all dogs at all three locations in Dedham, Boston and Brewster, to \$60 from Thursday, Feb. 5 to Saturday, Feb. 7 in honor of the Patriots. Please RSVP to caroline@dotjoyceconsulting.com if you plan to attend Friday’s pup rally.

WHO: Adoptable pets
Debby Chaplic, Director of Education, Animal Rescue League of Boston

WHEN: 10 a.m. to 12 p.m. Friday, February 6, 2026

WHERE: ARL’s Dedham Campus
55 Anna’s Pl
Dedham, MA 02026

Adoptable dogs at all three ARL locations will show their Patriots pride throughout the week leading up to the Super Bowl when they wear Patriots jerseys and bandanas donated by the Patriots Foundation. ARL is a proud partner of the foundation's Pawtriots initiative, led by Dr. Dana Kraft, which emphasizes adoption as a powerful way to improve the lives of animals and make a lasting difference. ARL has also entered into a friendly wager with their friends on the West Coast, Seattle Humane: the organization whose city loses the Super Bowl will name dogs after the winning team's players and coaches.

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ABOUT THE ANIMAL RESCUE LEAGUE OF BOSTON:

Pets are family. This belief is at the heart of everything we do at the Animal Rescue League of Boston. ARL is the first female-founded animal welfare organization in Massachusetts and is proud to carry on a legacy of kindness and compassion, helping more than 20,000 animals annually since 1899. Recognized for innovative, award-winning programs that go beyond sheltering, ARL addresses the root causes of the issues facing animals and the people who love them. By partnering with communities, ARL helps animals heal and thrive, keeps pets and people together, and protects animals from harm. Because there is no government funding for this important work, animals must rely on people like you to get the care they need, when they need it most, 365 days a year. For more information, visit arlboston.org and follow ARL on [Facebook](#), [LinkedIn](#), and [Instagram](#).