



## FOR IMMEDIATE RELEASE

### **Great Plains SPCA Launches “Match Madness” Let a Shelter Pet Choose *You* at Final Four Event on April 4**

Merriam, KS, This April, Great Plains SPCA is bringing a playful twist to pet adoption with **Match Madness**, an interactive, bracket-style experience inspired by the excitement of tournament season, and the magic of finding your perfect match.

Culminating in a **“Final Four” adoption event on Saturday, April 4, 2026**, Match Madness invites animal lovers to step into a one-of-a-kind experience where shelter pets help lead the way in making meaningful connections.

For just **\$10 to participate**, attendees will have the chance to engage with adoptable pets in a fun, thoughtfully designed environment that encourages natural interaction and genuine connection. While it’s not quite as simple as “love at first sight,” Match Madness puts the spotlight on the powerful moments when pets and people truly click.

“Match Madness is about creating space for connection,” said Hathaway Maranda, Vice President of Philanthropy and Engagement at Great Plains SPCA. “We know that the best adoptions happen when there’s a real bond. This event brings that idea to life in a way that’s engaging, memorable, and centered on the wellbeing of our animals.”

The Final Four event will feature:

- A bracket-style “Match Madness” experience leading up to April 4
- Interactive meet-and-greets with adoptable pets
- Opportunities to adopt and support pets in need

All interactions will be guided by Great Plains SPCA’s experienced staff to ensure safe, appropriate matches that consider each animal’s needs and each adopter’s lifestyle.

Proceeds from participation will directly support the more than 7,000 pets Great Plains SPCA cares for each year, helping provide shelter, medical care, and second chances for pets across the region.

Whether you're ready to adopt or simply want to be part of the excitement, Match Madness promises a feel-good experience rooted in compassion, connection, and community.

Spots are limited for this unique event. To learn more or reserve your place in the bracket, visit [www.greatplainsspca.org](http://www.greatplainsspca.org)

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### **About Great Plains SPCA**

Great Plains SPCA (GP) is the highest rated animal shelter in the Kansas City area serving 500,000 residents and 7,000 community pets annually. GP works to save, protect and improve the lives of animals, while strengthening the relationship between pets and their human companions by providing humane sheltering, adoptions, community outreach and behavior training. GP is a 501(c)(3) non-profit organization. For more information, please visit [www.greatplainsspca.org](http://www.greatplainsspca.org) or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).