
FOR IMMEDIATE RELEASE



**FRIENDS FOR ANIMALS OF METRO DETROIT ANNOUNCES
THIRD ANNUAL “PAWCHELLA” ANIMALS, ARTS, COMMUNITY FESTIVAL**

Dearborn, MI. April 1, 2026 – Friends for Animals announces its third annual animal, arts and community festival, PAWCHELLA, presented by Ford Motor Company, Saturday, June 13, from noon – 8 p.m. at the organization’s MaryAnn Wright Animal Adoption and Education Center, located at 16121 Reckinger Road, Dearborn, MI 48126. The summer fundraiser promises to be even bigger, and more engaging than in previous years, going from a multiple-day format to a single-day event with evening hours.

The festival celebrates the joy of animals, community, and second chances. Hosted at the newly expanded MaryAnn Wright Animal Adoption & Education Center, PAWCHELLA raises critical funds to help Friends for Animals care for the nearly 2,500 animals that come through the Dearborn shelter’s doors each year.

This year’s event continues to celebrate Friends for Animals and the community that supports the organization –with more activities, and a chance to explore the organization’s fully finished facility. The day will feature performances from eight local bands, including Dearborn’s own Sunglasses After Dark. The annual fundraising corn hole tournament will return this year with 50% of the proceeds



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metrodetroitanimals.org

going back to Friends for Animals. The festival will feature over 70 vendors, food, a bar, and a new beer garden. Also returning this year will be not only a dog dock diving exhibition but also dock diving opportunities for your own pup! The new Wag Zone, presented by Village Ford, will feature activities for dogs and their humans, including all vendors for dogs and their enthusiasts! Kids can look forward to an entire Kids Zone full of activities, demonstrations and facepainting, featuring the Best in Show contest for kids 12 and under and their furry friends.

Enter the PAWCHELLA cash raffle for \$5 per ticket, sponsored by Premier Pet Supply, with six chances to win either a \$500 Premier Pet Supply gift card or the grand prize of \$2,500 cash! Drawing will be held at 7 p.m. Raffle tickets can be purchased at all 14 Premier Pet Supply stores, and a raffle ticket stub will also admit participants into the event.

Make a bigger impact, leading up to the event, by becoming a “Pawbassador,” selling raffle tickets to gain entry to the festival and receive great perks along the way, all while fundraising for a cause.

Basic entry to the event without selling raffle tickets or receiving anything in return is \$5 per person at the gates. Dogs and kids under 12 are free. Purchase of the \$35 exclusive t-shirt, presented by Happy Howie’s, and/or a \$25 honor or memorial sign for a loved one to be included in “Rainbow Way,” presented by Towne Mortgage, will also gain entry to the event at large.

To sign up to become a Pawbassador and learn more about PAWCHELLA 2026, visit: pawchella.org.

Friends for Animals is still seeking vendors! For more information, to speak with someone about sponsorship opportunities for your company or as a supporter, or to be one of our exhibitors, contact Nova Zorok, events and communications manager, at nzorok@MetroDetroitAnimals.org or [313.943.2697 ext. 1019](tel:313.943.2697).

Proceeds from this event will go toward Friends for Animals’ General Operations Fund, dedicated to providing our animals with the best medical care, food and love possible until their time of adoption.



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Friends for Animals is a 501c3 organization and is located at 16121 Reckinger in Dearborn. Friends for Animals is dedicated to the rescue, protection, and adoption of companion animals in need, while inspiring the human-animal bond. Friends for Animals was founded in 1996 by volunteers who believed that homeless animals in our region deserve a second chance at life. Building on our strong sense of animal welfare, Friends for Animals has grown in the past 30 years to an organization of great impact in the companion animal welfare community. The organization helps find homes for approximately 2,500 dogs and cats each year.

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