

Pups and Pompoms at Hotel Viking

Hotel Viking Teams with New England Patriots Cheerleaders to Benefit Newport's Potter League for Animals

[Hotel Viking](#) in Newport, R.I. is teaming with the [New England Patriots Cheerleaders](#) to benefit the [Potter League for Animals](#). Cheerleaders will be at Hotel Viking from 6 p.m.–8 p.m. Sept. 15 to pose for photos and autograph copies of the [2017 New England Patriots Cheerleader Swimsuit Calendar](#). All proceeds from calendar sales at the event will benefit the Potter League.

This isn't the first time the Pat's cheerleaders have kicked in to support pet adoption and rescue efforts. For the past two years, squad members have joined [Animal Planet](#) and the [Massachusetts Society for the Prevention of Animals](#) at Road to the Puppy Bowl, an annual pet adoption event leading up to Animal Planet's wildly popular [Puppy Bowl](#). Since its kick-off in 2005, the Puppy Bowl has resulted in hundreds of pet adoptions while advocating responsible pet ownership.

Located in Middletown, R.I., the Potter League for Animals assists an average of 2,000 surrendered and abandoned dogs, cats and small animals annually. The league neuters/spays and microchips all animals prior to placement, and consistently achieves a live-release rate in excess of 90 percent. A community resource for Newport County, the league emphasizes education and compassion with an open-door policy welcoming animals regardless of age, health or history. Outreach programs include events with school and youth groups, animal advocacy, pet loss support and training for both pets and humans.

"The New England Patriots Cheerleaders have a history of participating in animal rescue initiatives, said Rob Burnetti, general manager, Hotel Viking. "We appreciate their generous support of our partnership with the Potter League Animals.

"Animal rescue facilities provide a much-needed resource to communities," added Burnetti, who adopted Biscuit, a terrier mix puppy from an area shelter last year. "The Potter League rescues about 2,000 animals every year and also serves as an educational resource for Newport. Hotel Viking is happy to support Potter League for Animals and its mission to find homes for all animals in its care."

A representative from the Potter League for Animals, and a few adoptable pets, will be on hand at the event to answer questions about pet adoption and resident companion animals currently available for placement. During the event (6 p.m. –8 p.m.), Hotel Viking invites patrons to Top of Newport to enjoy the view and pick up a one-buck-pup — of the culinary hot dog-in-a-bun variety. All proceeds from "pup" sales will benefit the Potter League for Animals.

About Hotel Viking

Hotel Viking, a member of the Historic Hotels of America, is located at One Bellevue Avenue in Newport, R.I. Hotel Viking offers 208 elegantly appointed guest rooms and suites. Hotel Viking is a 30-minute drive from TF Green Airport (27 miles) and Amtrak's Providence station. The hotel is an easy drive from Boston (70 miles) and New York City

(170 miles). For information, contact Hotel Viking at 401-847-3300 or visit www.hotelviking.com. Socialize: #HotelViking at www.facebook.com/HotelViking, www.instagram.com/hotelviking and www.twitter.com/HotelViking.

About Pyramid Hotel Group

Boston-based Pyramid Hotel Group is one of the predominant hotel management companies in the U.S., managing and asset managing a diverse portfolio of more than 80 hotels and resorts in destinations throughout the United States, Europe and the Caribbean. For additional information, visit www.pyramidhotelgroup.com.

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