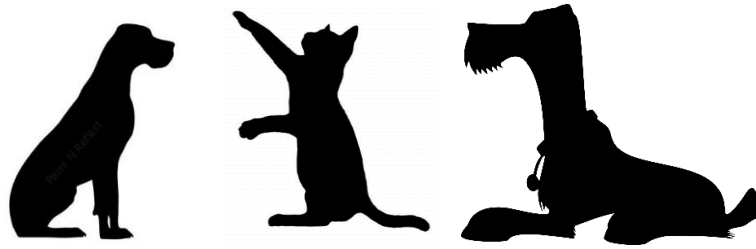


# BLACK CATS AND DOGS



October is “**Black Cat Awareness**” Month and October 1st is “**National Black Dog**” Day



Black **CATS and DOGS** wait four times longer to get adopted from shelters and rescues as their more colorful and lighter counterparts. This phenomenon is called Black Dog and Cat Syndrome.

Some reasons for the shun is that people are superstition. There is an absurd belief that **black cats** are bad luck or black dogs are dangerous and evil.

Others believe the way **black pets** are depicted in literature and movies is another reason people don't choose them. A lot of killer canines were pitch black. Like human villains in films who often wear black and spout dark beards, the “bad” dogs on the big screen are usually black.

Additionally, **black cats and dogs** are more difficult to photograph. Their features don't translate as well to film unless the lighting is excellent (not always an option) and eye-catching photos play a vital role in promoting shelter pets via social media.