The sky's no limit for Oscar!

Oscar, the world famous adopted mutt, and his owner, Joanne Lefson are once again championing the cause of dog adoption with the launch of their most original adventure to date, The Pedigree Adoption Tour. It is certainly one of the most unusual projects to ever land on South African soil; the national tour will see the infamous duo taking to the South African skyline in eight cities below the belly of the world's largest dog – a dog-shaped hot air balloon fondly called 'Oscar Maximus'.

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At 40 metres in length and a body mass of 260 kilo's, Oscar Maximus has substantial weight to throw behind the campaign-and it's not just hot air. Along with the help of Pedigree and South Africa's leading radio networks, the larger than life campaign is ready to raise much-needed awareness for underdogs.

Oscar became a household name back in 2009 when he became the first and only dog to travel around the world in what was known as the World Woof Tour. Oscar and Joanne travelled over 200,000 kilometres across 35 countries to visit over 20,000 shelter dogs to highlight the plight of the estimated half a billion homeless dogs in the world. They even tied the knot in Las Vegas!

The part Alsatian, corgi and cocker spaniel canine 'special' was adopted from the Cape of Good Hope SPCA in 2004. With a new 'leash' on life, Oscar decided to become the canine ambassador for dog adoption and the face behind the millions of dogs that are sitting on death row. Oscar is living proof that great dogs are available for adoption at animal shelters and with adoption rates in South Africa at only 10%, Joanne and Oscar encourages all South Africans to choose adoption as their first option when looking to acquire a dog. "25% of all dogs dying for a second chance in shelters are purebred dogs, so no matter what

you’re looking for, a shelter has it all" Joanne adds.

The campaign also encourages current dog owners to sterilise their dogs, citing the fact that just one pair of unsterilised dogs and their unsterilised offspring can produce 67,000 dogs in a six-year period. "We don’t need more dogs," says Lefson, "We need more loving homes for the ones that are already here and dying for a second chance".

The South African public had the first glimpse of Oscar Maximus at Jacaranda Day on April 14th, in Pretoria before the high flyers land in Cape Town on April 20th. The tour officially concludes in Port Elizabeth on the 9th May.

For the full scoop on the Pedigree Adoption Tour with Oscar Maximus as well as how to show your support for dog adoption in South Africa, visit www.worldwooftour.com.

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