From Shelter Kennels to the Sky: Philly Creator Ed Foley Uses Social Media to Help Dogs Find Forever Homes

Philly-area pilot and social media creator Ed Foley gives Brandywine Valley SPCA dogs a special day beyond the shelter and a chance to find forever homes.



Philadelphia-area pilot and social media creator Ed Foley (@edfoleyz) uses aviation and adventure to help bring attention to adoptable dogs

WEST CHESTER, PA, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Most shelter dogs spend their days waiting for someone to walk through the door and notice them. Philadelphia-area entrepreneur, pilot and social media creator Ed Foley (@edfoleyz) is taking a different approach: giving adoptable dogs a special day outside the shelter and sharing their stories with potential adopters through social media.

Ed Foley is working with the Brandywine Valley SPCA (BVSPCA) through the organization's Shelter Skip Day program, giving adoptable dogs time outside the shelter while documenting their personalities for audiences on Instagram and TikTok.

For some dogs, that adventure includes something most will never experience: flying in an airplane.

As a pilot and aviation enthusiast, Ed Foley has incorporated flying into select Shelter Skip Day outings. While the airplane may get people to stop scrolling, the real purpose is to let viewers see who these dogs are beyond the kennel.

"Shelters do an incredible job caring for these dogs, but a kennel can be a stressful environment, and you don't always get to see who a dog really is," said Ed Foley. "Getting them out for the day gives them a chance to decompress, have some fun and show their personality. Social media lets us put that dog in front of thousands of people who might never have seen them otherwise."

Lemon Drop and Bluey Take to the Skies

Among the adoptable dogs Ed Foley has featured are Lemon Drop and Bluey, two Brandywine Valley SPCA dogs whose Shelter Skip Day adventures included taking to the skies.

The outings allowed followers to see the dogs beyond the shelter, meeting people, exploring new places and showing personalities that can be difficult to capture in an adoption photo.

Bluey's outing became a multi-part social media series. After her flight, the adventure continued with a visit to a local lemonade stand supporting the BVSPCA, a pup cup, a long walk and a shopping spree at PetSmart.

"The airplane definitely gets people's attention," Ed Foley said. "But once they're watching, I want them to fall in love with the dog. Suddenly you're not just looking at another shelter photo. You feel like you're getting to know them."

Reaching New Potential Adopters

Ed Foley has built @edfoleyz around aviation, exotic and performance cars, entrepreneurship, travel, dogs and adventure. That diverse audience creates an opportunity to introduce adoptable dogs to people who may not already follow shelters or rescue organizations.

"The person who ultimately adopts one of these dogs might not wake up that morning planning to adopt," Ed Foley said. "Maybe one of our videos comes across their feed and something about that dog connects with them. That one moment could completely change that dog's life."

Not every dog needs an airplane ride to have a story worth telling. Ed Foley recently highlighted Bauer, a mother whose puppies had all found homes while she remained at the shelter waiting for a forever family.

"Everyone loves puppies, but then you see a dog like Bauer who watched all of her puppies find homes while she's still waiting," Ed Foley said. "Those are the stories I want people to see too."

More Shelter Skip Days Ahead

Ed Foley plans to continue featuring Brandywine Valley SPCA dogs through future Shelter Skip Day adventures throughout the Philadelphia area.
Some may fly. Others may explore the community, visit local businesses or simply enjoy an afternoon outside the shelter. The adventure may change, but the goal remains the same: give people a chance to meet the dog behind the adoption photo and hopefully help that dog find its forever home.

"Social media is usually measured in views, likes and followers," Ed Foley said. "If one of those

views happens to be the person who gives a dog a forever home, that’s the view that matters.”

About Ed Foley

Ed Foley (@edfoleyz) is a Philadelphia-area entrepreneur, pilot and social media creator. Through his work with Brandywine Valley SPCA’s Shelter Skip Day program, Ed Foley is using social media and storytelling to introduce adoptable shelter dogs to new audiences. He hopes the ongoing series will not only help shelter dogs find homes, but also encourage people to visit local shelters to consider adoption

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