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FOR IMMEDIATE RELEASE

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**A COOKIE SAVED: RESIDENTS RALLY TO FIND
HUMANE SOCIETY SILICON VALLEY ALUM
WITH THE HELP OF SOCIAL MEDIA**

**Animal lovers sound off on Facebook and Twitter
helping a family reunite with their lost dog**

SUNNYVALE, CA, JANUARY 30, 2014 – On Monday, January 27, Cookie, an extremely shy Chihuahua and Beagle mix backed out of her leash in the parking lot of PETCO on El Camino Real as she was heading to a grooming appointment with her human grandparents. Moments later at about 4:30 P.M., she was reported lost to Humane Society Silicon Valley (HSSV), the shelter from where she was adopted in early December. After standard procedures, HSSV went to Facebook and Twitter with posts asking local residents for help. The reaction to the post was phenomenal! “The response was staggering. We’ve never had anything go that viral before. We’re just blown away by how much this community loves their pets and want to help each other,” says Finnegan Dowling, Humane Society Silicon Valley Communications Associate.

In less than eighteen hours, by 10:00 A.M on Tuesday, January 28, Cookie was reported returned safe and sound. In those eighteen hours, the HSSV Facebook post had nearly 450 shares and over 20,000 views while the Twitter post was favorite and retweeted several times. Just within moments of posting, it received an outpour of likes, shares, and comments from animal lovers, near and far, who were genuinely concerned about Cookie’s well-being and wanting to send virtual support to her human family. On behalf of Cookie’s human family, HSSV thanks all those who rallied to help get shy gal Cookie home safe.

About Humane Society Silicon Valley

Humane Society Silicon Valley (HSSV) is an independent, non-profit animal shelter that has been serving people and pets for 80 years. In April 2009, we moved from Santa Clara to our new Animal Community Center in Milpitas, the first environmentally “green” certified animal facility in the country to offer an adoption program with a full spectrum of pet and community services. We also operate multiple satellite adoption centers in PETCO in the El Paseo Shopping Center in San Jose and on El Camino Real in Sunnyvale. For more information, visit www.hssv.org

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