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**FOR IMMEDIATE RELEASE**

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## **Humane Society Silicon Valley's Eleventh Annual Gala, "The Fur Ball," Raises Record-Breaking Funds**

**MILPITAS, Calif., April 28, 2014** – The Fur Ball, Humane Society Silicon Valley's annual black-tie fundraiser that brings people and pets together, was held on Saturday, April 12 at the Menlo Circus Club in Atherton. The event, which hosted 530 guests and some of their well-mannered, even well-dressed canine companions, raised over \$885,000 in life-saving funds for the 85-year-old organization -- a brand new record and 21% increase from last year's 10<sup>th</sup> anniversary gala!

This year's theme, "Animals in Wonderland," took guests and sponsors on an extraordinary journey realizing their role in helping Humane Society Silicon Valley (HSSV) continue to meet its mission goals, providing comprehensive, community-minded solutions to address the medical and behavioral needs of homeless animals, as well as supporting the needs of pet owners and potential adopters in our shared community. HSSV plays a vital role in finding a loving home, the true "Wonderland", for the thousands of animals that come through their doors each year. Because HSSV has been saving 100% of healthy animals in their care since 2006, the funds raised will help focus the organization's goal in saving even more animals that require medical procedures or behavioral rehabilitation.

In addition to the traditional elegance of this annual event, this year's guests were greeted with a sense of whimsy – a la Lewis Carroll's *Alice in Wonderland* aesthetic and the lush, private grounds of the Menlo Circus Club. Guests enjoyed a magical evening with many highlights including pet charcoal sketches by acclaimed artist Stephanie Lam, wine tasting, live music, "Mutt-inis" at the ever-popular Martini Luge, decadent chocolate dishes by the fabulous La Fondue, and the delectable cuisine of Menlo Circus Club's Executive Chef, Gary Goldman. Longtime friend of the organization, Emmy Award-winning meteorologist and reporter, Craig Herrera, was the energetic Master of Ceremonies.

HSSV President Carol Novello addressed the audience asking them, "What would a wonderland be for homeless animals? I think for many, it would be something as simple as a loving family. It would be the ability to live a life free of pain or disease. It would be a safe place to go ... It would be a chance for a better future." Novello continued, "With your help, we're building the road to get to that future, to be able to offer each and every homeless animal that most basic of wonderlands."

She thanked all those in attendance and concluded, "And because of your ongoing support, we have a lot to be thankful for tonight. This year, Humane Society Silicon Valley celebrated its 85th birthday and on April 20, we'll have been in our new facility for five years. We are celebrating over 15,000 adoptions since we've been in our Animal Community Center. 15,000 adoptions. That's a lot of wonderlands."

**Sponsors for The Fur Ball include:** Quintess Collection, IfOnly Experiences for Good, Charles Schwab & Co., Inc., Cheryl Marquez, CFP at Waddell & Reed, Heritage Bank of Commerce, RockTape, The Whole Pet Vet, Parktown Veterinary Clinic, Alpine Animal Hospital, Animal Hospital of Palo Alto, Danny Thomas Party Rentals, and La Fondue.

**Photo attached:** *Humane Society Silicon Valley alumnus, Teddy (front) enjoying The Fur Ball with his "brother," Lucky.*

**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 over 85 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](http://www.hssv.org)

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