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For Immediate Release:

Petco Foundation Continues Its Support of Model Shelter Humane Society Silicon Valley

The world's first model shelter is honored with grant money from the Petco Foundation for the second year in a row

[January 2018] Humane Society Silicon Valley (HSSV) is a privately funded animal welfare nonprofit and shelter in Silicon Valley, CA. The organization has been a consistent champion of animal-welfare causes, previously receiving honors such as the Shorty Award for Best Social Good Campaign (beating out heavy hitters like AT&T and Jet Blue) and the Maddie's Fund® award of the Maddie's® Kitten Lifesaving Apprenticeship at Humane Society Silicon Valley.

Now, the shelter is being honored by the Petco Foundation for the second year in a row as they continue their two-year commitment of \$250,000 for HSSV's life-saving programs. Petco Foundation says, "We believe that raising the quality of life for pets requires creating lifesaving communities nationwide. As one of the nation's largest funders of animal welfare causes, the Petco Foundation holds a responsibility and obligation to invest funds wisely in organizations that achieve their mission and vision."

Humane Society Silicon Valley became the world's first model shelter in 2017, and Petco Foundation's generous grant will help HSSV continue their impactful work.

Being a model shelter means:

- Animals that come into HSSV's care get healthy and stay healthy.
- Animals get opportunities to play and interact with people and other animals to reduce stress and keep them emotionally and mentally healthy.
- Every animal has "right for them" space that's engaging and comfortable for both people and animals.
- HSSV helps other shelters do the same in hopes that they will become the next model shelters.

For more information, visit www.HSSV.org or contact Executive Publicist Michelle Tennant Nicholson at Michelle@WasabiPublicity.com or 828-749-3200.

About Humane Society Silicon Valley: Humane Society Silicon Valley (HSSV) is an independent, privately funded, 501(c)(3) non-profit organization serving people and pets for over 85 years. In 2017, HSSV became the first organization ever to earn model shelter status according to the guidelines set forth by the Association of Shelter Veterinarians. As an

independent non-profit organization, HSSV does not receive funding from Humane Society of the United States, ASPCA or state and federal government entities. HSSV offers quality adoptions, affordable spaying/neutering, vaccinations, microchipping services, pet care services and education programs to enhance the human-animal bond. Established in 1929, HSSV has adopted more than 500,000 animals into permanent, loving homes. Animal welfare is their top priority and their mission is to save and enhance lives. For more information, visit www.HSSV.org.

About the Petco Foundation: At the Petco Foundation, we believe that every animal deserves to live its best life. Since 1999, we've invested more than \$170 million in lifesaving animal welfare work to make that happen. With our more than 4,000 animal welfare partners, we inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer research, service and therapy animals, and numerous other lifesaving initiatives. Through our Think Adoption First program, we partner with Petco stores and animal welfare organizations across the country to increase pet adoptions. So far, we've helped more than 5 million pets find their new loving families, and we're just getting started. Visit www.PetcoFoundation.org to learn more about how you can get involved.

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