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**Humane Society Silicon Valley (HSSV) Vying for Finalist Spot in the  
2019 Innovation Showdown**

*HSSV's Innovative Lifesaving Idea Needs Public's Support to Earn Chance to Pitch to Nation's Top  
Animal Welfare Organizations for \$450,000 in Funding*

**Milpitas, CA (March, 2019)** – [Humane Society Silicon Valley] has been selected as a wildcard contender in the Petco Foundation's 2019 [Innovation Showdown](#) and is asking for the public's support to have the chance to be the third contestant competing for \$450,000 in lifesaving funds. As one of seven organizations with an idea in the wildcard voting round, Humane Society Silicon Valley is encouraging its supporters to go to [petcofoundation.org/showdown](http://petcofoundation.org/showdown) to vote for their innovative animal welfare idea from March 4-16. The organization with the most votes will win a spot to pitch their idea live on stage to the innovation investors at this year's [Humane Society of the United States Animal Care Expo](#).

HSSV is proposing a new mobile application, **Foster Faster**, to expedite placement of animals into foster homes, freeing up precious shelter space and providing critical care for those with special needs. Shelters can easily share pictures and info about arriving animals to all their foster volunteers, expanding the organization's space capacity. Fosters can see animals who need fostering on their mobile devices, "swipe-right" to choose them, and schedule a pick up time. This technology solution will allow the organization to save up to 30% more lives! And it's not just for HSSV, it can be used by other shelters and rescues around the country to increase everyone's lifesaving capacity.

"In the business of saving animal lives, innovation is critical," said Petco Foundation President Susanne Kogut. "We are thrilled to partner with the Innovation Investors from the nation's top animal welfare organizations to be the catalyst for change and reward organizations for their lifesaving innovation."

Innovation Showdown is a collaborative project bringing the nation's top animal welfare organizations together to invest in lifesaving innovation. Modeled after Shark Tank, participants seeking funding to save animal lives will present their best lifesaving animal welfare ideas on stage to the Innovation Investors (which include leaders from the [Annenberg Foundation](#), [ASPCA](#), [Best Friends Animal Society](#), [The Jackson Galaxy Project](#), [Maddie's Fund](#)<sup>®</sup>, Mary Jo & Hank Greenberg Animal Welfare Foundation, [Michelson Found Animals Foundation](#), [the Petco Foundation](#) and [the WaterShed Animal Fund](#)).

Each presentation will consist of a video, brief pitch and a Q&A from the investors. The Innovation Investors will then collectively agree on the amount of investment to grant each of the three organizations pitching their ideas live on stage. From the hundreds of idea submissions across the

country, two finalists and seven wildcard contenders were selected. HSSV is vying for the third finalist spot. The Innovation Showdown aspires to encourage ideas that will change the landscape of animal welfare.

For more information about Humane Society Silicon Valley, visit [hssv.org](http://hssv.org). For more on the Petco Foundation, visit [www.petcofoundation.org](http://www.petcofoundation.org) and join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) by using the hashtag #PetcoFamily.

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### **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 90 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, with over 5,800 finding homes in 2018, 3,400 of which were fostered by volunteers. Animal welfare is their top priority and their mission is to save and enhance lives. For more information, visit [www.HSSV.org](http://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 \$250 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 5.5 million pets find their new loving families, and we're just getting started. Visit [petcofoundation.org](http://petcofoundation.org) to learn more about how you can get involved.