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For Immediate Release:

Humane Society Silicon Valley President Authors Book About How Adopting Animals Transforms Human Lives

Carol Novello is the author of “Mutual Rescue: How Adopting a Homeless Animal Can Save You, Too”

[April 2019] Humane Society Silicon Valley (HSSV) president Carol Novello has authored a book about how animal adoption changes people’s lives: “Mutual Rescue: How Adopting a Homeless Animal Can Save You, Too” (Grand Central Publishing, April 9, 2019). The book explores the potent aspects of animal adoption through stories, observation, and scientific research.

All earnings from the sale of the book will benefit [Mutual Rescue™](#) (a national initiative of HSSV, a non-profit corporation), that highlights the connection between people and pets in order to inspire and support life-saving efforts in communities across the nation and world. Mutual Rescue’s films have been viewed by people all over the globe more than 153 million times.

“I love Mutual Rescue’s films, so when I heard about this new book, I raced to read it. The stories about rescued pets rescuing people were like rays of bright sunshine on a stormy afternoon. Truly an awe-inspiring book.”

~ Marci Shimoff, #1 New York Times bestselling author of “Happy for No Reason” and “Chicken Soup for the Woman’s Soul”

Inspired by her own personal experience and years in the animal-welfare industry, Carol shares real-life stories of how companion animals can help relieve a range of troubles — and the scientific research that proves it. The book is divided up into four sections: heart, body, mind, and connection.

Heart shares stories of people whose rescue animals have helped them face inconceivable trauma and grief, and provided the strength they needed to find their way forward. Supporting studies show that pets help people stay calmer in the face of stress, build people’s confidence about their ability to attain life goals, and serve as a safe haven that can provide comfort in times of need.

Body shares stories of people who’ve learned that adopting a cat or dog not only helps them become healthier, but also helps them cope with and recover from physical illnesses and injuries and shows them how to thrive in spite of their disabilities. The healthy influence of pets is supported by many studies, such as those on heart health that show a correlation between pets and improved cardiovascular health, including lower blood pressure and reduced stress.

Mind shows how rescue animals can actually save people coping with anxiety, depression, and post-traumatic stress disorder (PTSD), offering them hope, helping them create healthier patterns of thought, and leading them toward lives filled with meaning and compassion. Supporting research shows that interacting with a pet increases the level of serotonin in the brain, a hormone that helps fight depression.

Connection reveals how pets can strengthen relationships with the people we love; how we can bond deeply with many types of animals — not just cats and dogs; and how, when rescue pets make people healthier and happier, something remarkable can happen. Supporting studies in this area show that our ability to relate to others, including significant others, is improved with pets.

In conjunction with the book, Mutual Rescue is also proud to announce the release of a new film: "[Patrick & Grace](#)." A competitive athlete and young dog deal with obstacles they never anticipated. They create a bond that helps them both heal and find themselves stronger than they ever were before.

Carol's new book is available wherever books are sold. To view the Mutual Rescue films, visit www.MutualRescue.org.

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About Carol: Carol Novello is President of Humane Society Silicon Valley, serving one year on their Board of Directors prior to her current role. Under her leadership, HSSV became the first organization to meet all model shelter guidelines set forth by the Association of Shelter Veterinarians. Her work at HSSV has also resulted in marked increases in the rescue organization's adoption numbers, save rates and the number of animals receiving care. Carol's new book is called "Mutual Rescue: How Adopting a Homeless Animal Can Save You, Too" (Grand Central Publishing, April 2019).

Prior to entering the field of animal rescue, Carol was a senior executive at Intuit where she held numerous positions including President of MasterBuilder Software, Vice President/General Manager of QuickBooks Online and Vice President of Marketing for QuickBooks and Small Business Services. Carol earned her MBA from Harvard Business School and is proud to include several rescue animals in her family. For more information, visit www.HSSV.org.

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. Animal welfare is their top priority and their mission is to save and enhance lives. For more information, visit www.HSSV.org.

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