

**Media Contact:**  
Michelle Tennant Nicholson  
Wasabi Publicity, Inc.  
828-749-3200  
Michelle@WasabiPublicity.com  
www.WasabiPublicity.com

**For Immediate Release:**

## **Petco Foundation Invests \$250k in Humane Society Silicon Valley**

*Silicon Valley Animal shelter honored with quarter-million-dollar grant from the Petco Foundation*

[SAN JOSE, CA, June 17, 2017] [Humane Society Silicon Valley](#) (HSSV) is a privately funded animal welfare nonprofit and shelter in Silicon Valley, CA and is being honored with a meaningful grant from [Petco Foundation](#) in the amount of \$250,000. About the investment, Susanne Kogut executive director for the Petco Foundation said, “When a customer donates at a Petco store, their act of generosity is combined with millions of others to do big things for animals, like making this lifesaving partnership possible. It is our honor to support HSSV, and the community, working together to create a better future for animals with this investment and through our adoption efforts in Petco stores locally. Because together, we can create a lifesaving nation.”

Humane Society Silicon Valley will use the grant to further their Paint a Better Future campaign and its five initiatives:

1. Preventing unwanted births
2. Treating and rehabilitating animals
3. Finding homes for animals
4. Helping people to keep their pets
5. Educating youth and community members

HSSV has been a consistent champion of life-saving animal-welfare initiatives, previously receiving honors such as the Maddie’s Fund® awarding of the Maddie’s® Kitten Lifesaving Apprenticeship at Humane Society Silicon Valley and the Shorty Award for Best Social Good Campaign (beating out heavy hitters like AT&T and Jet Blue).

To request an interview with Humane Society Silicon Valley or learn more about their Petco Foundation grant, contact publicist Michelle Tennant Nicholson at [Michelle@WasabiPublicity.com](mailto:Michelle@WasabiPublicity.com) or 828-749-3200.

To learn more about Humane Society Silicon Valley, visit their online press kit:  
<http://HumaneSocietySiliconValley.OnlinePressKit247.com>

**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 80 years. 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.

**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 \$185 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 [PetcoFoundation.org](http://PetcoFoundation.org) to learn more about how you can get involved.

###