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**FOR IMMEDIATE RELEASE
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Day of Giving Is Your Chance to Help Twice as Many Animals

San Diego Humane Society celebrates its seventh annual Day of Giving on Thursday, June 30.

San Diego — San Diego is one of the safest and best places for animals thanks to the compassion and generosity of people who support the lifesaving work of San Diego Humane Society. But every day, more and more animals who need help arrive at the doors of the organization's campuses in El Cajon, Escondido, Oceanside, Ramona and San Diego. That's why San Diego Humane Society is calling for broad community support for their annual Day of Giving on June 30.



Day of Giving is an annual fundraising movement that unites our entire community to make an impact for animals in need by supporting the lifesaving programs that will give a second chance to more than 40,000 animals this year and ensure that San Diego County can Stay at Zero, meaning no euthanasia of healthy and treatable animals. Making Day of Giving even more special this year, more than a dozen donors are joining forces to match all donations received before 11:59 p.m. on June 30 — up to \$250,000.

“With this match in place, every dollar given to San Diego Humane Society is worth twice as much and will allow us to help more animals and the people who love them,” said Brian Daugherty, SVP & Chief of Philanthropy & Communications at San Diego Humane Society. “Whether stray pets, injured or orphaned wildlife, or animals rescued from dangerous environments, Day of Giving is designed to inspire compassion in our community and create a more humane San Diego for all animals.”

You can contribute to Day of Giving in many ways:

- **Donate.** [Giving on or before June 30](#) ensures your support will be matched dollar for dollar up to \$250,000, doubling your impact. Visit sdhumane.org/give to donate now!
- **Fundraise.** You can create your own [Facebook fundraiser](#) for San Diego Humane Society, and Purina will match all funds raised up to \$15,000.
- **Shop.** Purchase [limited-edition swag and support local businesses](#) that are donating a portion of their proceeds to benefit the animals for Day of Giving.
- **Partner.** Your business can become an [official Day of Giving partner](#).
- **Share.** Spread the word by using the hashtag #sddayofgiving.

Support raised through Day of Giving provides animals in our community with safe shelter, lifesaving veterinary care, protection from cruelty and neglect, rescue during emergency situations and so much more.

For more information, visit sddayofgiving.org, and be sure to like San Diego Humane Society's [Facebook page](#) and follow them on [Instagram](#) to catch all of the Day of Giving festivities happening on June 30.

Media is invited to cover San Diego Humane Society's Day of Giving activities. Interviews will be available!



What: San Diego Humane Society celebrates 7th annual Day of Giving to raise funds for animals in need. We'll be broadcasting live on social media from our Purina Kitten Corral to share stories of the impact supporters can have for animals in need. We'll also be checking in on our *live fundraising thermometer* as we countdown to midnight – and our critical fundraising goal!

Why: Each donation made before 11:59 p.m. on June 30 will be matched up to \$250,000, making twice the impact for more than 40,000 pets and wildlife who are relying on San Diego Humane Society this year.

When: Thursday, June 30, 2022. 8 a.m. – 11 a.m.

Where: San Diego Humane Society, 5525 Gaines St., San Diego, 92110.

Who: San Diego Humane Society President & CEO Dr. Gary Weitzman, SVP & Chief Philanthropy & Communications Officer Brian Daugherty, kittens and more!

B-roll and photos for media use are available to download here: <https://bit.ly/3mrfKg2>

Suggested Tweet: Every day, animals in need arrive at the doors of @sdhumane's campuses in Oceanside, Escondido, Ramona, El Cajon & San Diego. That's why San Diego Humane Society is asking for your support on June 30, their annual Day of Giving. Learn more and donate at sdhumane.org/give!

About San Diego Humane Society

San Diego Humane Society's scope of social responsibility goes beyond adopting animals. We offer programs that strengthen the human-animal bond, prevent cruelty and neglect, provide medical care, educate the community and serve as a safety net for all pet families. Serving San Diego County since 1880, San Diego Humane Society has campuses in El Cajon, Escondido, Oceanside, Ramona and San Diego. For more information, please visit sdhumane.org.

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