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FOR IMMEDIATE RELEASE
March 1, 2021

Get Ready for San Diego Humane Society’s March Meowness Photo Contest!

During 2021 NCAA March Madness tournament, SDHS hosts adorable “mad” competition of its own.

San Diego – March Meowness is back! When the NCAA’s March Madness basketball tournament was cancelled last year, San Diego Humane Society hosted its first ever March Meowness Tournament — and now this fiercely cute competition is ready to hit the court again.

To celebrate the return of buzzer-beaters and bracket busters, SDHS is holding its very own championship — though the players will be furry, feathered and maybe even scaly! Best of all, playing for a chance to make your pet famous and win some fantastic prizes is free! Participants can sign up at sdhumane.org/contest.

The public is invited to enter photos March 1-14. The top 32 photos, based on votes received by midnight on March 14, will advance to the official 32-seed March Meowness bracket.

Voting is open to the public throughout the tournament and determines which pets advance to the next round. To increase their chances of winning, contestants may encourage friends and family to vote by sharing a link to their pet’s entry. All voting is free, with a limit of one vote per person per day. Contestants will move forward in head-to-head matchups in the Sweet 16, Elite Eight, Final Four and championship round. The winner will be announced on April 6.

Prizes:

- 1st place: \$150 Petco Gift Card
- 2nd place: \$125 Petco Gift Card
- 3rd place: \$100 Petco Gift Card
- 4th place: \$75 Petco Gift Card

More details about the contest can be found at sdhumane.org/contest.

Photos of March Meowness 2020’s top entries can be downloaded here: <https://bit.ly/3qA80J5>.

Suggested Tweet: For the 2nd year, [@sdhumane](https://twitter.com/sdhumane) announces its friendly March Meowness photo contest during [#NCAA's #MarchMadness](https://twitter.com/NCAA). Expect overwhelming cuteness, a chance to make your pet famous and fantastic prizes! Participation is free! Sign up at sdhumane.org/contest.

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.

