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**FOR IMMEDIATE RELEASE**  
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## **Gifts Supporting Homeless Animals Double on Giving Tuesday**

*Donations to San Diego Humane Society will be matched, up to \$50,000, to help twice as many animals*

**SAN DIEGO** — This Giving Tuesday, San Diego Humane Society will inspire generosity with a \$50,000 matching campaign from [The JEM Project](#). Gifts received by 11:59 p.m. on Nov. 29, 2022, will be doubled to save twice as many animals in need.

[Giving Tuesday](#) is a global charity movement with the goal to inspire people to make an impact by giving back. Thanks to donations from the community, San Diego Humane Society can be there for animals and people who need support in our region. Every donation will provide animals like Pickles, the puppy pictured here, with safe shelter, lifesaving medical care, behavioral training, rescue from cruelty and neglect and more.

Pickles was just three months old and in dire need of medical care when she arrived at San Diego Humane Society. She had been part of an unplanned litter and was tragically attacked by her littermates, leaving a bleeding wound on her shoulder. San Diego Humane Society's veterinary team was able to give Pickles the urgent care she needed and today, Pickles knows comfort and love with two new siblings who adore her — four-year-old child Wyatt, and a cat, Milo.



“Stories like Pickles’ happen every day at San Diego Humane Society,” said Senior Vice President and Chief Philanthropy & Communications Officer Brian Daugherty. “Whether it’s the adoption of a senior cat, emergency surgery for an injured dog, rehabilitation for a juvenile bird fallen from their nest or provision of free pet food for families in need, we are making sure animals in San Diego get the care, shelter and love they need to thrive.”

**To donate to San Diego Humane Society on Giving Tuesday, visit [sdhumane.org/GT](https://sdhumane.org/GT) or text “match” to 50155.**

**B-roll/photos of Pickles the puppy can be downloaded for media use here: <https://bit.ly/3gqxbxS>**

**Suggested Tweet:** Donations to @sdhumane for #GivingTuesday on Nov. 29, 2022 will be doubled up to \$50,000, thanks to a matching gift from @TheJEMProject. Donate at [sdhumane.org/GT](https://sdhumane.org/GT) or by texting “match” to 50155.

### **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, visit [sdhumane.org](https://sdhumane.org). Follow the SDHS Media Relations department on [Twitter @sdhumane](https://twitter.com/sdhumane).

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