

MEDIA CONTACT: Nina Thompson 619-372-0916 *cell* nthompson@sdhumane.org FOR IMMEDIATE RELEASE JULY 25, 2023

Make a Lifesaving Difference for Animals AND Make Your Pet a Star!

San Diego Humane Society's photo fundraiser comes at critical time with shelters over capacity

SAN DIEGO — Submissions and voting for San Diego Humane Society's 31st annual <u>Photo Fundraiser</u> have never come at a busier time. With the nonprofit breaking records for the number of animals in care this summer, now is the perfect opportunity to help raise money for shelter animals in need, while making their own pets stars in the organization's 2024 pet calendar.

With 2,487 animals in care, San Diego Humane Society is currently at 163% capacity for dogs and 180% capacity for cats. On July 7, 2023, the nonprofit set a new record with 2,584 animals in care. The Photo Fundraiser helps raise money for the organization's vital services, which include animal sheltering and adoptions, investigations of animal cruelty and neglect, veterinary care, the rescue and rehabilitation of wildlife and so much more.



Participating is easy! Submit your favorite pet photo at <u>sdhumane.org/photocontest</u> and encourage your family and friends to vote for your pet's picture through Aug. 31, 2023. Prizes include having your pet featured on a full month spread of San Diego Humane Society's 2024 calendar, a professional photo shoot for your pet, tickets to the organization's annual Fur Ball gala in 2024 and other special gifts. All entries with 5 votes or more are guaranteed inclusion in the calendar or on the collage pages!

"You can make a lifesaving difference for the animals who depend on us by entering this friendly competition and showcasing your favorite pet," said San Diego Humane Society Executive Vice President Brian Daugherty. "We are hoping to raise at least \$125,000 to help us save more lives, so please help us encourage everyone to get involved."

With campuses in El Cajon, Escondido, Oceanside, Ramona and San Diego, San Diego Humane Society provides animal services for 13 cities within San Diego County. The organization not only cares for more than 40,000 companion and wild animals in its communities annually, but also share the expertise they have gained through their innovative programs with shelters nationwide so they can save more lives in their communities.

For more information how to participate in the 2024 Photo Fundraiser, visit <u>sdhumane.org/photocontest</u>.

<u>Photos of entries in the photo fundraiser for media use can be downloaded here:</u> <u>https://spaces.hightail.com/space/146VzaNQ10</u> Photo credit: San Diego Humane Society

Suggested Tweet: Make your pet a star while raising money for shelter animals in need! @sdhumane's 2024 Photo Fundraiser is open for submissions and voting. Enter your pet's best photo today at sdhumane.org/photocontest!

About San Diego Humane Society

San Diego Humane Society's scope of social responsibility goes beyond adopting animals. We offer programs that strengthen the humananimal 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 <u>sdhumane.org</u>. Follow the SDHS Media Relations department on <u>Twitter @sdhumane</u>.