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Press Release

September 24, 2014

WHO: Central California Society for the Prevention of Cruelty to Animals

WHAT: CCSPCA Waits to Learn Fate in 2014 ASPCA Rachael Ray 100K Challenge. CCSPCA worked its tail off during competition - could be prize winner.

WHEN: October 7, 2014

WHERE: CCSPCA Adoption Mobile Unit at the Big Fresno Fair, 1121 S. Chance Ave., Fresno, CA 93702

WHY: CCSPCA today announced that it has completed the grueling three month competition known as the 2014 ASPCA Rachael Ray 100K Challenge and will soon announce the total number of lives it has saved. CCSPCA will also find out on October 7 from the ASPCA if it has won a piece of the more than \$600,000 in grant funding up for grabs, including the grand prize of \$100,000.

The 2014 ASPCA Rachael Ray \$100K Challenge was a nationwide competition for animal shelters (and their communities) aimed at getting more animals adopted or returned to their owners than ever before. 50 contestants worked to save more animals - during the months of June, July, and August 2014 - than they did over the same three-month period in 2013.

In surprise simultaneous events across the country on October 7, the ASPCA will award a \$100,000 grand prize to the shelter contestant that achieved the greatest increase in lives saved during this three-month period. Join us at our mobile adoption unit at the Big Fresno Fair at 12:00PM as we celebrate all the lives saved by the hard work of the Fresno community and CCSPCA staff and volunteers.

#SaveALifeFresno

For more information please contact
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