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Press Release

August 15, 2014

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

WHAT: Central California SPCA Still in The Lead After Second Month of 2014 ASPCA Rachel Ray 100K Challenge!

WHEN: August 15, 2014

WHERE: CCSPCA, 103 S. Hughes Ave., Fresno CA 93706

WHY: The staff and volunteers at Central California SPCA have a lot to be excited about! The ASPCA today announced that the Central California SPCA is STILL not only tops in Division Five of the 2014 ASPCA Rachael Ray \$100K Challenge, but we are STILL leading the pack for finding homes for 1,562 cats and dogs during the first 60 days of the three-month competition, an increase of 900 lives saved over the period last year. Through August, 50 animal shelters from across the country will work to increase adoptions in order to win a piece of the more than \$600,000 in ASPCA prize grants, including a grand prize of \$100,000.

The CCSPCA set out with a big goal in mind: adopt 2,880 animals in just 90 days, and they are well on their way after two months. Central California SPCA has won the \$5,000 Seventh Inning Stretch grant for being the division leader after Month 2. They are also the recipient of The Fast Start grant of \$5,000 for leading their division with the highest increase in lives saved at the end of the first month of the Challenge

The ASPCA and Rachael Ray will award a \$100,000 grand prize to the shelter contestant that achieves the greatest increase in lives saved during this three-month period. The contestant that does the best job of engaging its community members in helping to save more animals will win \$25,000. Those organizations that do the best in their divisions will be eligible for between \$5,000 and \$25,000 in additional grants. In total, \$600,000 in grant funding will be awarded for increases in animal lives saved, as well as a photo contest, and general participation.

#100KChallenge #SaveALifeFresno

**For more information please contact
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