



Media Contact:

Walter Salvari, CCSPCA Spokesperson
(559) 389-6224
media@ccspca.com

Press Release

October 2, 2014

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

WHAT: CCSPCA Celebrates Record Breaking Work During 2014 ASPCA Rachael Ray 100K Challenge

WHEN: October 7, 2014 - 12:00 PM

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

WHY: CCSPCA will 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. 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.

With the help of our generous donors, sponsors, and all the Challenge adoptees, we were able to accomplish the following and break numerous records in the process:

- a. Saved nearly 3,000 animals' lives!
- b. Led the nation in lives saved for 2 months - June & July.
 - a. August 31 had the most adoptions ever recorded in a single day - 94. 42 of those 94 were offsite.
 - b. Last week of August (25-31) had the most adoptions ever recorded in a single week. 334 adoptions were made with 66 of those being offsite.
- c. Both July adoptions of 757 and August adoptions of 1087 surpassed any previous month's adoptions ever recorded.
- d. Most adoption spay/neuter surgeries performed in one day ever recorded - 74 on July 25.
- e. Most spay/neuter surgeries in one month ever recorded - 969 in August.
- f. But one of our MOST IMPORTANT accomplishments was that no euthanasia was performed for space or time for an entire 3 months!

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.

#100KChallenge #SaveALifeFresno

For more information please contact CCSPCA at 559.233.7722 ext 107 or visit ccspca.com
Central California SPCA, 103 S. Hughes Ave., Fresno CA 93706

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