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Press Release

January 30, 2014

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

WHAT: CCSPCA to Compete in ASPCA Rachel Ray \$100K Challenge

WHEN: June, July & August 2014

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

WHY: We're Up to the Challenge! Are You? We have some amazing news. The Central California SPCA has just been named one of only 50 shelters in the country to compete in the fifth and final 2014 ASPCA Rachael Ray \$100K Challenge. We'll be competing by getting you, our community, involved in helping us save more lives this June, July, and August than we saved last year. And while that will be an important win in and of itself, the stakes are even higher. Working with you to save more lives can help us earn anywhere from \$5,000 to \$100,000 in grant money from the ASPCA. That money will be used to reduce adoption fees during our 2014 Home for the Holidays adoption promotion to save even more lives.

Hundreds of shelters *tried* to get into this year's \$100K Challenge, and we *succeeded*. Now the CCSPCA staff, volunteers and supporters are raring to get started on a successful campaign that will attract more volunteers and supporters, and make sure everyone in the Fresno area knows that this is the best place to find a new furry family member. In short, with your help, we're going to save more lives than we ever have before!

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