

**FOR IMMEDIATE RELEASE**

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***THE PLACER SPCA STILL DANCING OVER THE SUCCESS OF THE ANNUAL BBQ & BLUES BENEFIT***

Roseville, CA - The Placer SPCA is still dancing from the success of its biggest fundraising event of the year - the 18<sup>th</sup> Annual BBQ & Blues benefit. Thousands of blues enthusiasts and animal lovers flocked to the Gold Country Fairgrounds on July 14<sup>th</sup> to join emcees Charlie Thomas (The Eagle, 96.9 FM) and Lisa Gonzales (CBS 13) raise more than \$135,000 for the homeless companion animals of Placer County! Guests enjoyed an all-star line-up including headliner Elvin Bishop, as well as Rod Piazza and the Mighty Flyers and The Lou DeLuca band. Placer SPCA CEO, Leilani Vierra, states "We couldn't have asked for a better outcome - the weather was fantastic, the entertainment a hit, the turnout amazing, and of course, the amount of money we raised was phenomenal. In fact, this year was our best ever day of sales, and it looks as though the most successful event in all of the 18 years." Placer SPCA board president, Colin Grahl, was amazed at the overall success, as well as of the efforts of our volunteers, "We are blessed to celebrate such a successful year monetarily, but more so we should celebrate the efforts of the more than 200 volunteers who helped make this event appear effortless."

In addition to the entertainment, guests were also able to shop for some great buys from the nearly 40 vendors present, as well as support two other area non-profit organizations - the Auburn Lions Club and Sierra Family Services, both of whom joined us this year to offer delicious food and dessert as a way to raise funds for their causes.

Proceeds of the 18<sup>th</sup> Annual BBQ & Blues festival benefited the Placer SPCA, a private non-profit organization dedicated to improving the lives of animals and people through our programs and services, such as our spay/neuter assistance, humane education and behavior programs. These services are vital to our community and help us ensure that the thousands of animals that come to us each year will not only find care and comfort while here at our facility, but also in their new homes.

*Sponsors of this event included: **Signature Sponsor** - The Harry Rosenberry Foundation - **Presenting Sponsors** - The Eagle 96.9 FM, Professional Diagnostics Management & Physical Medicine of America, Mikuni Japanese Restaurant and Sushi Bar, Performance Chevrolet, Ashley Memorial Dog Park, PennySaver USA and SureWest Foundation - **Major Sponsors** - Capital Beverage Company, AutoWest Dodge, Chrysler-Jeep, Auburn Journal/Gold Country Media and Sacramento Magazine*

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