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PRESS RELEASE - INVITATION TO COVER

March 24, 2009

What: Placer SPCA Hero Awards at Funny Bones
Where: Timber Creek Ballroom, Sun City
7050 Del Webb Blvd., Roseville, CA 95747
When: Friday, March 27, 2009, 5:30 p.m. – 9:00 p.m.

For Further Information Contact:
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Placer SPCA Partners with Local Fire Departments to Give Life-Saving Rescue Equipment for Pets

Roseville, CA – The Placer SPCA is pleased to announce that it will present the Roseville, Rocklin, Auburn, and Lincoln Fire Departments with life-saving oxygen masks designed especially to fit animals.

“They’re just like humans; they breathe in smoke, too,” said Roseville Fire Division Chief Dennis Mathisen.

Lacking the animal-specific masks, emergency crews use human masks but they are not as effective. The cone-shaped masks come in three sizes and fit over the nose of a cat or dog, or even smaller animals like guinea pigs, ferrets, or other pets.

“As Placer County’s local animal welfare organization, it is important to us to contribute in every way we can to the well-being of companion animals in our community,” said Placer SPCA CEO Leilani Vierra.

The masks will be presented to representatives from the fire departments as Hero Awards during Funny Bones, the Placer SPCA’s annual event.

“Firefighters are heroes every day,” said Vierra. “We are proud to recognize their efforts.”

The Placer SPCA has partnered with the following Presenting Sponsors, whose support makes the Hero Awards possible: Ayrshire Farm; The Buzz Oates Group of Companies; Folsom Lake Bank; The KMS Group of Companies; Mann, Urrutia & Nelson CPAs; Performance Chevrolet; Professional Diagnostics Management; SureWest Foundation; and Westlake, Grahl & Glover.

Others receiving Hero Awards include a cat and her owner who bring comfort to hospice patients, a dog whose quick response helped a mother save her drowning toddler, a dog who alerts his diabetic owner when his blood sugar is dangerously low, an Auburn woman who rescues orphaned fawns, two children who have come up with creative ideas to make contributions to help homeless animals, and a local business owner who helps bring attention to long-term dogs at the Placer SPCA, and a program with the Placer County Sheriff’s Department that gives kids hands-on experience caring for horses.

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