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PRESS RELEASE

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Vote for Us

Placer SPCA Vying for Pepsi Refresh Grant

Roseville, CA – Placer SPCA needs your help. The local animal welfare organization has been accepted by the Pepsi Refresh Program to compete for a \$5,000 grant. The top ten proposals as of July 31, as voted on by visitors to Pepsi's site, www.refresheverything.com, will receive funding.

Placer SPCA is seeking the funding for its innovative financial assistance program, the SOS Program. Funds for the SOS Program are used for interest-free loans or outright funding for Placer County pet owners who need one-time assistance, without which they may be forced to give up their companion animals. SOS funds can be used for emergency veterinary bills, boarding, or pet rental deposits.

As of July 14, Placer SPCA's proposal is in 11th place. Placer County residents are urged to vote once a day – every day – to secure the funding. Votes can be placed online through a link from www.placerspca.org/sos or at www.refresheverything.com/placerspcasosanimalshelter.

“We would love to get Placer County residents involved,” said Placer SPCA CEO Leilani Vierra. “The funds awarded through this program will go right back into the community through the SOS Program.”

Local companion animal welfare experts, Placer SPCA provides services and programs for the pets and people of Placer County, including adoptions, lost and found, free behavior assistance, humane education, and volunteer opportunities. For more information about Placer SPCA, please visit www.placerspca.org or call (916) 782-7722 or (530) 885-7387.

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