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## **PRESS RELEASE**

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For Immediate Release**

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### **Placer SPCA's SOS Fund Keeps Pets and People Together**

**Roseville, CA** – With tears in her eyes, the young woman brought her cat to the Placer SPCA to find him a new home. When asked why she could no longer keep her beloved pet, the woman explained that she was moving, and could not afford the pet deposit being charged for her new apartment.

Her story was not a new one. In the current economic climate, the number of animals surrendered to the Placer SPCA due to financial hardship has grown substantially. Pet owners who could otherwise afford food and routine veterinary care for their pets are being forced to give them up when faced with large one-time expenses.

“The SOS Fund was started in order to help with unanticipated one-time pet expenses, specifically to allow responsible pet owners to keep their pets in situations where there were unexpected emergencies,” said Placer CEO Leilani Vierra, “This can include funding for rental deposits, emergency veterinary care, or the fee for temporary boarding, as well as other necessary expenses related to pet care.”

Offering financial assistance to pet owners makes sense for the owners, the animals, and the organization. The cost of providing necessary medical care, feeding, and housing animals that already had loving, permanent homes just didn't make sense humanely or financially. That's why the SOS Fund was created.

Placer County pet owners can receive help through the SOS Fund through a loan or direct funding. For some, this assistance can make the difference between keeping a four-legged family member or making the difficult decision to surrender a beloved companion animal to a local shelter.

To obtain an application for the SOS Fund, Placer County residents can send an email to [operations@placerspca.org](mailto:operations@placerspca.org) or call (916) 782-7722, extension 103 or (530) 885-7387, extension 103.

The SOS program is made possible by a generous grant received from Citizen's Benefit Fund awarded by the Roseville Grants Advisory Commission and contributions from private donors.

For further information about services offered by the Placer SPCA, local companion animal welfare experts, please visit [www.placerspca.org](http://www.placerspca.org).

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