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## PRESS RELEASE

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**For Immediate Release**

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### **Placer SPCA Receives Recognition for Marketing Efforts**

**Roseville, CA** – The Placer SPCA is proud to announce that it has received recognition as a winning entrant in the Maddie’s Marketing Competition, sponsored by Maddie’s Fund and Petfinder.com. The Placer SPCA received a grant in the amount of \$10,000 for the winning submission, a promotion from February 2008 called “Flabulous Felines Free to a Good Home.” In February 2008, the Placer SPCA found itself with an abundance of overweight cats, and the “Flabulous Felines” promotion helped them find forever homes. The promotion included reduced adoption pricing and education about the special health needs of overweight cats.

The purpose of Maddie’s Marketing Competition is to find effective marketing strategies for adopting hard to place dogs and cats. Of 186 entrants, 12 were selected to receive \$10,000 and above, and the winning marketing ideas were shared with members of Petfinder.com to assist other shelters in their efforts to find homes for animals.

The Placer SPCA, local animal welfare experts, will utilize the funding to support its activities on behalf of lost, stray, or homeless animals. Programs include Special PALS (Pets and Loving Seniors), a program that allows the Placer SPCA to waive the adoption fee for people over age 55 who adopt pets four years old or older, as well as spay and neuter assistance, behavior classes, mobile adoption services, and reunification efforts for strays.

Maddie’s Fund is a family foundation established in 1999. Since its inception, Maddie’s Fund has awarded animal welfare organizations and universities \$71.6 million to save dog and cat lives.



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