



CHICO POLICE DEPARTMENT

PRESS RELEASE

530-897-4900

February 6, 2014

For Immediate Release

Chico Animal Shelter takes on 2014 ASPCA Rachael Ray \$100K Challenge
Community Support Needed for Chance to Win \$100,000 Grand Prize and Save More Lives

The City of Chico Animal Shelter has been selected as a contestant in the 2014 ASPCA Rachael Ray \$100K Challenge. Chico Animal Shelter is competing for a chance at more than \$600,000 in grant funding, including a grand prize of \$100,000.

The 2014 ASPCA Rachael Ray \$100K Challenge is a nationwide competition for animal shelters (and their communities) aimed at getting more animals adopted or returned to their owners than ever before. Only 50 shelters across the country were selected for the fifth and final year of this competition.

“This is a great opportunity for the City of Chico Animal Shelter to get the word out about the shelter and get the community more involved,” said Tracy Mohr, Animal Services Manager. “Working together, we can save hundreds of animals, while having a shot at grant money to help us to continue providing medical care and spay/neuters for the animals at the shelter at no cost to taxpayers.”

Shelters are divided into five divisions based on their annual cat and dog intake. Not only is the Chico Animal Shelter competing against other shelters in their division for the most animals saved, they are trying to break their own record. Throughout the months of June, July and August 2014, each competing shelter must save more dogs, cats, puppies and kittens than they did during the same three months in 2013. In addition, there is a grant for getting the most people from the community involved.

In 2013, the City of Chico Animal Shelter released 1,280 dogs and 430 cats either back to their owner, through direct adoption, or transfer to other adoption agencies and rescues. The shelter hopes to increase this number with the help of the community. The Shelter will be holding several orientations in upcoming months for people interested in helping with the Challenge.

Supervisor:

Watch Commander:

Prepared By: Tracy Mohr

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Most recently the shelter adopted out “Cuddles” an older boxer mix who had been at the shelter since April of last year. She was very frightened when she came to the shelter and would not let anyone near her. After several months of working with her she came around and was ready to be adopted. She went home this month where she will be able to accompany her new owner to work every day.

For more information about The City of Chico Animal Shelter’s 100K Shelter Challenge please visit the shelter website at <http://www.chicoanimalshelter.org/>, and “Like” the shelter on Facebook: www.facebook.com/ChicoAnimalShelter. The Chico Animal Shelter can be reached at 530-894-5630, or you can visit them at 2579 Fair Street in Chico.

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