



PRESS RELEASE

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For Immediate Release

TAILS ARE WAGGIN! NEW DEVELOPMENTS AT THE SULLIVAN COUNTY SPCA

ROCK HILL, NY (April 18, 2007) – It’s a bright new day with a bright new future for the Sullivan County SPCA. The county’s largest animal care shelter, located in Rock Hill, announces their new website, volunteer opportunities, and membership programs designed to support the shelter’s efforts to care for homeless and neglected animals.

Raising awareness in the community is one of the main goals of the shelter, and they are one step closer to reaching that goal with the celebrated launch of their new website, **www.sullivanspca.com**. The website design features a listing of available pets, comprehensive information about shelter staff and operations, volunteer opportunities, pet care tips, and news of upcoming events. Visitors to the site wishing to support the shelter have a variety of on-line choices including: making an on-line donation, buying a comfy new bed for the pooches, and sponsoring a “pet-of-the-month” classified ad. Visitors can even view and purchase items from the shelter’s “wish-list” of much needed items through an online registry at Wal-Mart, and have the item shipped directly to the shelter.

Sullivan County SPCA Vice President Manon Fortier is excited about making it easy for the community to learn about the shelter. “We’re thrilled with the new website. Inquiries, donations, and adoption applications from the tri-state area have increased, and we couldn’t be happier,” says Fortier. She adds, “We’ve made it easy for generous people to donate the goods and money we desperately need, or learn about our animals, right from the comfort of their homes.”

Highlighted in the website, is a list of available shelter pets. People who are thinking of adopting a new pet can visit the site, view the pets, and submit an adoption application or request for more information with the click of a mouse. While it is still required that all interested parties visit the shelter and meet their potential new pet in person before adoption, the website enables the animals to get more of the public attention they deserve. “The more people that see the faces of the precious

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animals at our shelter, the more hope these animals have being adopted.” says Fortier.

What else does the shelter need besides more donations and adoptions? People! Whether it’s time, talent, or money a person has to offer, the SC-SPCA has a program that will work for them. “The shelter has six dedicated employees, but we still depend on volunteers to help with a variety of tasks. It’s okay if cleaning cages doesn’t sound appealing to you,” jokes Fortier. “There are many more ways to volunteer.” For example, the website design and maintenance is provided free of charge by two of the newest SC-SPCA volunteers. Another volunteer makes homemade dog treats, and yet another donates hay from his farm for the shelter’s horse. Fortier adds, “Whatever talent or resources you have, we can find a way to use it.”

In addition to regular volunteer opportunities, the SC-SPCA’s new Membership Program provides animal lovers and shelter supporters a new way to participate, by becoming a Member of the shelter. Two types of Memberships are available; “Team Membership”, which offers members of the community a way to voice their opinions at monthly meetings, learn more about how the shelter is operated, or even run for a position on their Board of Directors; and “Contributing Membership”, a program for people who would like to make monetary donations on a more substantial or regular basis. “We value the community’s opinion and want to hear what people have to say. We invite people to learn more about the shelter and are proud to introduce our staff and talk about day to day shelter operations. The new Membership program is our hope of getting more people involved and we look forward to benefiting from their fresh ideas.” says Fortier. “It’s just one more way for people to give back to the animals that enrich so many of our lives.”

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The Sullivan County Society for the Prevention of Cruelty to Animals is a 501(c)3 non-profit organization that assists the animals of Sullivan County by improving their welfare, furthering their interests and nurturing the human bond through education and innovative community programs and services. The Sullivan County SPCA is committed to providing temporary shelter to homeless animals and to those in need of relief from neglect or cruelty, promoting and supporting positions and laws that have a positive impact on the quality of life of animals, finding quality forever homes for adoptable animals through proper screening of potential adopters, reuniting owners with their lost pets, educating the public regarding responsible pet ownership and respect for animal life, reducing overpopulation of animals through the promotion of spaying/ neutering and education, providing basic medical care for animals in need, extreme care when appropriate, preventive care and health screening, and alleviating cruelty through stronger ordinances, investigations, prosecutions and education. The Sullivan County SPCA is not directly funded through local, state or federal tax dollars and receives no financial support from donations made to any regional or national animal welfare organizations. We depend largely on the community we serve.