



Let's Save A Life ... Are YOU With Me?

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Humane Society of North Texas Takes the ASPCA \$100K Challenge to Save More Lives.

Fort Worth, TX – August 9, 2010 – As one of only 50 organizations nationwide the Humane Society of North Texas (HSNT) has accepted a \$100K challenge: to save at least 300 more animals over the same three-month period in 2009. The goal is to save more animal lives.

The challenge is all about adoption *and* supporters of the Humane Society of North Texas. HSNT could win \$100,000.00 for the most animal lives saved or \$25,000 for the shelter that engages the largest number of community members in saving more lives. “HSNT currently accepts almost a hundred animals each day, an average of more than 600 per week. Our goal is to find homes for these animals” says Tammy Hawley, director of operations.

“HSNT is rallying our team to “think outside the kennel” and develop innovative adoption programs,” said Aimee LaLonde-Norman, executive director, “we have the opportunity to engage the community like never before.”

New adoption programs for HSNT to support the challenge include:

- **“Seniors for Seniors”** a special adoption program matching lonely senior cats or dogs with senior citizens who may be looking for a furry companion to fill their hearts and homes with love.
- **“Re-furred for Love”** a special adopter referral program which will offer free or discounted adoptions to families who receive a referral to HSNT from a trainer, veterinarian, previous adopter, groomer, etc.
- **“To Serve and Protect”** adoption specials throughout the challenge and possibly beyond; offering discounted adoption fees to all members of our public service work force including police, fire, paramedics, etc.

- **August’s “\$20.10 Promotion”** offering adoptions of specially marked cats, dogs and other homeless animals for the discounted price of \$20.10 throughout the month.
- **September’s “Celebrate 105”** adoption promotion honoring our shelter’s 105th birthday in September, and offering no charge or discounted fees to the first 105 animals adopted during business hours Monday through Friday.
- **“Howl-O-Ween Magic”** during the month of October will encourage adopters to visit HSNT and help us make magic by finding their perfect animal companion. A “magic hat” will contain special discounts, each adopter can draw from the magic hat to see what discount or special awaits them.

“We are very excited about the potential the Challenge has for affecting tremendous change,” said ASPCA President & CEO Ed Sayres. “Shelters from every part of the country have stepped up to the Challenge, and when they engage their communities to save more lives – everyone will win, especially the animals.”

HSNT is open for adoptions seven days a week, Sunday, Monday, Tuesday, Thursday, and Friday from 12 PM to 5 PM, 11 AM to 5 PM Saturdays, and from 1 PM to 5 PM every Wednesday. Adoption fees, when applicable, include spay/neuter surgery, vaccinations, rabies tag, microchip, and 30 days of free pet health insurance. Restrictions apply and qualified adoption application is required for all pet adoptions. Adoptable animals are viewable online at any time www.hsnt.org. For more information, please speak with a member of our adoption team.

The Humane Society of North Texas (HSNT), one of the oldest animal welfare agencies in the state, has proudly served the animals and people of the North Texas region and beyond for nearly 105 years. The mission of the Humane Society of North Texas is to act as an advocate on behalf of all animals and to ensure their legal, moral, and ethical consideration and protection. In accordance to our mission, we promote kindness, justice, and mercy to every living creature.

The Fort Worth-based organization provides care and housing for over 25,000 lost, stray, and abandoned companion and livestock animals each year. HSNT operates two animal care centers, both of which facilitate pet adoptions and provide low-cost spay/neuter services for those who qualify. HSNT’s Humane Investigations team routinely serves over 20 counties in North Texas each year, providing resources and assistance in partnership with county law enforcement agencies.

The Humane Society of North Texas is a private non-profit animal welfare organization that receives no federal, state, or county funding. HSNT relies solely on donations and fundraising events to fuel its mission of advocating on behalf of all animals in North Texas. To learn more about HSNT, or to make a life-changing donation, visit www.hsnt.org or call 817.332.4768.