

2700 Toomey Ave., Charlotte, NC 28203  
Phone: 704-377-0534  
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## FOR IMMEDIATE RELEASE

Contact: Donna Canzano, VP Development & Community Relations  
704-494-7704

[dcanzano@humanesocietyofcharlotte.org](mailto:dcanzano@humanesocietyofcharlotte.org)

[www.humanesocietyofcharlotte.org](http://www.humanesocietyofcharlotte.org)

## February Marks Adopt-A-Sweetheart Month & Launch of Pet Photo Contest

*Find the love of your life this February, then show them off for all to see*

Throughout the month of February the Humane Society of Charlotte will feature “sweetheart” animals available for adoption through the annual Adopt-A-Sweetheart campaign. Our “sweetheart” animals will be available to approved adopters at a discount off the regular adoption price.

Specific dogs and all adult cats will have a red heart displayed on their cages, denoting that the animal can be adopted at the **discounted fee of just \$50**. “This event allows us to feature some of our wonderful animals available for adoption and helps encourage those looking for a new pet”, says Shelly Moore, Humane Society of Charlotte President/CEO. The discounted adoption fee includes all vaccinations, spay/neuter surgery, 30 days of free pet insurance and a microchip. Adopters will also have the opportunity to purchase “**Have- A- Heart**” **care packages** at the time of adoption for their new love which includes goodies and treats that range in price from \$10-\$50.

February also marks the launch of the **Cutest Pet Photo Contest** to benefit the Humane Society of Charlotte – here’s how to participate:

- Upload your pet’s photo by Feb. 25<sup>th</sup> at [www.humanesociety.org/photocontest](http://www.humanesociety.org/photocontest)
- Select “Humane Society of Charlotte”
- Ask your friends to vote for your pet by making a \$1 donation which supports HSC
- Those who collect the most \$1 votes win great prizes
- Voting ends March 3rd

“Valentine’s Day is February’s biggest holiday and we hope people looking to adopt will give one of our sweethearts a new forever home and support our shelter by submitting their sweetheart in the Cutest Pet Photo Contest”, says Moore.

### About the Humane Society of Charlotte

The Humane Society of Charlotte is a community resource committed to improving the lives of companion animals through adoption, spay/neuter and education. The Humane Society of Charlotte provides low-cost spay and neuter surgeries for cats and dogs to reduce pet overpopulation throughout the Carolinas. The no-kill of adoptable animal’s organization provides pets with the love and attention they need to live happy and healthy lives while awaiting a new home. The Humane Society of Charlotte is a nonprofit organization that relies solely on private donations to achieve its mission.