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Humane Society of Charlotte Wins \$25,000 in 2012 ASPCA Rachael Ray \$100K Challenge

Shelter Saved 1,177 Pets in Three Months

Charlotte, NC (December 3, 2012) — The Humane Society of Charlotte in Charlotte, NC has won \$25,000 in the 2012 ASPCA Rachael Ray \$100K Challenge. HSC found homes for 1,195 pets during the three-month competition, an increase of 58% lives saved over the same period last year. 50 shelters from states and territories across the United States worked to increase the number of animals saved in order to win a portion of the more than \$500,000 in prize grants from the ASPCA and Rachael Ray, including the grand prize of \$100,000.

“The ASPCA Rachael Ray \$100K Challenge was a great motivator for our team and the residents and businesses of Charlotte to get involved – it helped us connect hundreds of the beautiful, fun, loving cats and dogs in our shelter with the right families,” said Shelly Moore, President/CEO of the Humane Society of Charlotte. “Working together, not only did we save 1,195 animals and enrich the lives of new adopting families, we’ve been awarded \$25,000, which will help us fund much needed spay/neuter projects and community outreach and education.”

The Humane Society of Charlotte was one of 50 contestants that worked to save more cats and dogs during the months of August, September and October 2012 than they did during the same period in 2011. Combined, the 50 \$100K Challenge shelters saved 53,232 cats and dogs during the contest.

For more information about the Humane Society of Charlotte, please visit humanecharlotte.org.

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Interviews are available to discuss the ASPCA Rachel Ray 100K Challenge by contacting Donna Ragan, Marketing & PR Manager at 704-494-7708 or dragan@humanesocietyofcharlotte.org.

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.

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