

NewsRelease

humane
society
of charlotte



2700 Toomey Avenue, Charlotte, NC 28203
Phone: 704.377.0534
Open Daily 11 a.m. – 5 p.m.

FOR IMMEDIATE RELEASE

Contact: Donna Ragan, Director of Marketing & Public Relations
Office: 704.494.7708 | Cell: 704.408.4527
dragan@humanecharlotte.org
humanecharlotte.org

Humane Society of Charlotte is Competing in the 2017 Brackets for Good Tournament

Score points to help the Humane Society of Charlotte win **\$100,000** by donating at **BFG.org**

Charlotte, NC (February 20, 2017) – **The Humane Society of Charlotte has been selected as one of the 64 non-profits from over 1,530 non-profit organizations from across the country** who registered to compete in Brackets For Good 2017. **Starting February 24th**, HSC will rally our supporters to help us advance in an online single-elimination bracket-style fundraising tournament.

Brackets For Good is the only sport for non-profits and everyone can play in this game. The competition giving action tips off the evening of Friday, February 24th and people can help HSC win the championship donation from the tournament's title sponsor, AT&T. How does it work? Here's a link to their :60 video - https://www.youtube.com/watch?v=jskPh8hBh_8.

The Humane Society of Charlotte needs the community's help in following and sharing their social media feeds on facebook, twitter, instagram and YouTube throughout the competition. They will be sharing the latest news, tournament highlights and score updates. HSC is currently reaching out to both professional and collegiate sports organization who might be willing to do a team video asking for individuals to visit usa.bfg.org and support one of the only two North Carolina non-profits that are participating.

For more information or questions regarding Brackets For Good, visit <https://usa.bfg.org/nonprofits/humane-society-of-charlotte/statsheet?id=humane-society-of-charlotte>.

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 "space available" shelter 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 non-profit organization that relies solely on private donations to achieve its mission.

About BRACKETS FOR GOOD

Brackets For Good is an Indianapolis, IN based 501(c)3 charitable organization focused on activating new donors, and increasing awareness for other nonprofit organizations through competitive, online fundraising at no cost. Since the inaugural tournament in 2012, new awareness, fundraising capacity, and over \$2.75 Million dollars has been raised for hundreds of charitable organizations across the country in an innovative and fun way. For more information, visit bfg.org.



2700 Toomey Avenue, Charlotte, NC 28203
humanecharlotte.org

###