

NewsRelease

humane
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Coach Ron Rivera and Stephanie Rivera Have Something Up Their Sleeves for the Humane Society of Charlotte!

New T-shirt – “Safe Bet, Adopt a Pet” Riverboat Ron T-shirt Released to Benefit HSC!

Charlotte, NC – Today, Panthers Coach Ron Rivera donned a new T-shirt in the locker room and he made sure to tell everyone how it would benefit a local non-profit, the Humane Society of Charlotte. Riverboat Ron (aka Coach Rivera) has teamed up with the organization for their third fundraising project - a limited edition Riverboat Ron “Safe Bet, Adopt a Pet” T-shirt, which is available for purchase today.

Coach Ron and Stephanie have been proud supporters of the Humane Society of Charlotte for years, and the T-shirt came about late last season, when they presented the idea to Charlotte-based illustrator, Joey Ellis, who pulled the design together this summer. Those that may not know where the Riverboat Ron nickname came about were interested in hearing that it was borne out of the coach’s risky decisions that have paid off more often than not, and now, there is an image that accompanies it.

“The Humane Society of Charlotte is grateful to Ron & Stephanie for their continued support. They have done great things for the city of Charlotte and continue to help raise awareness for animal welfare in the region”, says Shelly Moore, President/CEO of the Humane Society of Charlotte.

The limited edition T-shirt is available for \$25 each (+ shipping & handling) at <http://bit.ly/RiverboatRonT> until October 14th. The Riveras are asking that each person purchasing a t-shirt share a photo wearing their new Riverboat Ron t-shirt (and of course, include their pets) on twitter at @RiverboatRonHC and use the hashtags #RiverboatRonT and #humanecharlotte.

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.

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