



PET PALOOZA
WALK
for the animals



Join our *VIRTUAL*
walk for the Animals

REROUTED

APRIL
25

PETPALOOZACHARLOTTE.ORG

NEWS RELEASE

Pet Palooza Walk for the Animals & Festival Transforms to Virtual Event Because of COVID-19

FOR IMMEDIATE RELEASE: Charlotte, NC | April 15, 2020

The Humane Society of Charlotte's (HSC) annual spring fundraiser, Pet Palooza Walk for the Animals and Festival, has transformed into a new virtual event to follow the Stay-At-Home mandate set by Governor Roy Cooper.

HSC's goal is to raise money for the 42-year old organization, which touches the lives of more than 30,000 animals each year. Shortly after announcing the event change, HSC issued a challenge to the community, asking all participants to raise \$100 for the virtual event. Additionally, HSC is encouraging pet owners to tune in through Facebook Live and participate in the annual walk by taking their own pet for a walk while practicing responsible social distancing.

"With the spread of COVID-19, we knew Pet Palooza would look different this year," says Kelsey Ruocco, HSC Special Events Manager. "Thankfully, HSC is very good at adapting to unexpected situations and finding ways to engage our community and care for the dogs & cats that count on us."

WCCB host Derek James will kick off the event at 10 am on April 25 via [Facebook Live](#). HSC staff members will walk adoptable HSC dogs around the Toomey Avenue facility and introduce each animal on the Facebook live stream, in an effort to encourage adoptions. Participants are also invited to shop at the [Virtual Vendor Village](#) to **#supportlocal** businesses that are committed to saving homeless animals.

Throughout the day, Pet Palooza participants are encouraged to tune into HSC's Facebook page to post their own photos or videos using the hashtag **#PetPaloozaRerouted**, to hear award announcements from HSC's CEO/President Shelly Moore, to participate in a special Kid's Corner, and wrap up the day with a virtual visit to the Beer Garden sponsored by [Brewers at 4001 Yancey](#).

"When a resilient city like Charlotte comes together, there is nothing that cannot be accomplished," said Donna Stucker, HSC Vice President of Philanthropy.

Pet Palooza Walk for the Animals & Festival Information:

- Saturday, April 25, 2020 | 10:00 AM live stream begins
- [Virtual Vendor Village](#) is **LIVE** now - Shop to Support Local Businesses
- Register now, set a fundraising goal at petpaloozacharlotte.org

[Register to Walk Today](#)

About the Pet Palooza Walk for the Animals & Festival Event

On Saturday, April 25th animal supporters of Charlotte will come together virtually to raise money to support homeless pets at the Humane Society of Charlotte. This event will be the first year this flagship event will be hosted virtually. Pet Palooza is sponsored by Lake Norman Chrysler Dodge Jeep Ram, Gastonia Chrysler Dodge Jeep Ram, and Hill's Pet Food.



The Humane Society of Charlotte is a community resource committed to delivering effective, innovative services that strengthen the human-animal bond and improve the lives of companion animals and the people who care about them. The Humane Society of Charlotte follows a no-kill philosophy, which is based on saving all animals that come to us. Our vision is for Charlotte to be a united community where animal welfare is valued and demonstrated through educated and collaborative efforts leading to positive outcomes for people and animals.

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