



ARIZONA HUMANE SOCIETY

Improving the Lives of Animals Since 1957

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10th Annual Pet Telethon Earns \$510,925

The Arizona Humane Society thanks community and corporate sponsors for giving homeless pets HOPE

(PHOENIX) – The thousands of injured, sick and unwanted animals at the Arizona Humane Society's shelters have new hope for a long life, thanks to the success of 10th Annual Pet Telethon, sponsored by The RoomStore.

The event, which was broadcast live on August 2 by ABC Channel 15, generated calls pledging support not just from across the state, but also the entire nation. In fact, pledges came from as far away as Pittsburgh, Pa. and New York, N.Y. One serviceman in the United States Army called in to make a pledge from Iraq – over 7,500 miles from Phoenix, Ariz. The success of this year's telethon also was made possible because of the support of many corporate sponsors: The RoomStore, GoDaddy.com, who matched online donations up to \$50,000; The Pederson Group, Inc.; Pedigree, US Airways, Outback Steakhouse, VCA Animal Hospitals, Harkins Theatres, Central Life Sciences, American Express, Coca-Cola, PetSmart and PetSmart Charities, Inc.

Renowned dog trainer Brian Kilcommons also donated his time and expertise in providing helpful pet tips for viewers throughout the live broadcast. The author of nine pet-related books, Kilcommons also donated 2,000 copies of his *My Smart Puppy* DVD for the organization to use as pledge incentives.

At last check, the pledges and corporate sponsorships totaled more than \$510,925, surpassing the organization's goal of bringing in \$500,000. In addition, 133 homeless pets found new homes because of the telethon. Adoptees over the telethon weekend included 54 cats and kittens, 70 dogs and puppies and nine critters (ranging from guinea pigs to ferrets to rabbits).

Donations collected from the 2008 Pet Telethon support vital programs and services that the Arizona Humane Society provides, such as the Emergency Animal Medical Technician™ team that rescues and assists animals in distress, and the Second Chance Animal Hospital™ that features a talented veterinary staff who cares for more than 5,000 patients annually.

"Given the current state of our local and national economies, I am thrilled that people in our community – and across the nation – were able to help us give these homeless pets hope. Whether the contribution was \$10 or \$1,000, we are grateful for the outpouring of support for homeless pets," said Tim Crum, executive director of the Arizona Humane Society. "Thanks to everyone who sponsored the telethon, donated, adopted a pet, signed up to be a volunteer or contributed in any other way. It is the support from our community that truly helps us provide hope to thousands of animals in our community each year."

To see behind-the-scenes photos of the Arizona Humane Society's 2008 Pet Telethon, visit www.azhumane.org.

Founded in 1957, the Arizona Humane Society is the state's largest, nonprofit animal-welfare and protection agency. The mission of AHS is to improve the lives of animals, alleviate their suffering, and elevate their status in society.

Learn more at www.azhumane.org.

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