



News Release

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2nd Chance 4 Pets' National Impact Detailed in San Jose Mercury News Coverage

LOS GATOS, Calif.(May 2009) – The *San Jose Mercury News* featured 2nd Chance 4 Pets in nine community newspapers, highlighting the substantial impact the organization has had on the lives of pets nationwide. The nonprofit is dedicated to reducing the euthanasia of pets due to the death or incapacity of their human companions.

The article features founder and director, Amy Shever, who discusses her motivation for establishing 2nd Chance 4 Pets in the wake of September 11, 2001, when hundreds of pets were tragically orphaned. *Mercury News* writer Shannon Barry notes, “Since the organization began, 2nd Chance 4 Pets volunteers have made an impact across the country.” Shever has recruited more than 100 virtual volunteers to help in the effort to save pets lives and provide peace of mind to pet owners across the U.S.

The article highlights some of the organization’s achievements including the distribution of more than 200,000 copies of lifetime care planning materials, facilitation of twenty five workshops and three national PetSmart Charities' webinars. The organization has delivered presentations at conferences hosted by Best Friends Animal Society and American Humane Association, in addition to participating at a dozen national veterinarian conferences.

The article includes interviews with Bay Area veterinarians, pet owners and staff from the local Humane Society; along with information from the American Society for the Prevention of Cruelty to Animals (ASPCA) reporting that each year thousands of companion animals nationwide are euthanized because of the loss of their human companions.

“This is a problem every responsible pet owner should be thinking about” Shever is quoted as saying. “When September 11th occurred, the country came together to help the orphaned pets that were left behind. Shelter and rescue organizations were not going to let these pets die. Unfortunately, every day someone passes away, and there is no rally to help each of the animals that end up without someone to care for them.”

Shever explained that 2nd Chance 4 Pets also provides individuals the opportunity to volunteer to help animals without actually taking in homeless pets. The organization offers a variety of virtual volunteer opportunities and relies on skilled volunteers from across the country.

About 2nd Chance 4 Pets:

The mission of 2nd Chance 4 Pets is to reduce the number of pets unnecessarily euthanized each year due to the death or incapacity of the human companions who care for them. 2nd Chance 4 Pets is a nonprofit, 501(c)(3) all-volunteer organization. The organization works nationwide to provide pet owners with comprehensive information and lifetime care solutions for their pets. Please visit www.2ndChance4Pets.org for more information.

About The San Jose Mercury News:

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